



## For Immediate Release

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### **Arizona Businesses Rally to Send Thousands of Local 'Heroes' to the NOVA Home Loans Arizona Bowl**

**TUCSON, Ariz., November 17, 2016** – As the season of Thanksgiving draws near, businesses from across the state are expressing their collective gratitude for those on the front lines of service by making it possible for them to attend the NOVA Home Loans Arizona Bowl free of charge. A Heroes Tribute program has been activated with a goal of raising \$200,000 among local and regional businesses, which would translate to 8,000 active duty military, veterans, police officers, sheriff's deputies, firefighters, Border Patrol, paramedics, and teachers being able to enjoy the world-class athletics event.

"This is the time of year when we pause to give thanks for the gifts that we've received, and it's such an encouragement to see businesses coming together to intentionally lift up the men and women who are some of the hardest-working heroes in our community," said Mike Feder, executive director of the NOVA Home Loans Arizona Bowl. "We feel an obligation to simply say thanks, and we can only imagine the waves of gratitude that will swell throughout Arizona Stadium on December 30 when thousands of these heroes are recognized."

Corporate sponsors of the Heroes Tribute program will have the opportunity to choose a hero group to underwrite, and can personally deliver the tickets to the group themselves or have the tickets delivered on their behalf by bowl staff.

Program packages are available from \$100, which would provide tickets to four heroes, to \$10,000, which would enable 400 heroes to attend the game. Some packages include additional benefits for the business sponsors, including gameday recognition, videoboard logo rotation, VIP parking and tailgate passes, and NOVA Home Loans Arizona Bowl merchandise.

The NOVA® Home Loans Arizona Bowl will also honor one special hero during an on-field Welcome Home Hero presented by Raising Cane's. Raising Cane's is a proud supporter of our local heroes and will be offering a free meal at Raising Cane's to all who hold a Heroes Tribute Program game ticket.

For information about the Heroes Tribute program, and to join the growing group of businesses that are making it possible to send these heroes to the bowl game, contact Mike Feder at 520-AZBOWL1 or [mike@NOVAArizonaBowl.com](mailto:mike@NOVAArizonaBowl.com). Additional information can be accessed at [www.NOVAArizonaBowl.com](http://www.NOVAArizonaBowl.com).

#### About the NOVA Home Loans Arizona Bowl

Owned and operated by TD4Tucson, a Tucson-based non-profit organization, the NOVA Home Loans Arizona Bowl will kick off on December 30, 2016, at 3:30 pm MST at Arizona Stadium. In its debut last year, the bowl raised more than \$85,000 for local charities and contributed \$16 million in local economic impact. This year's game will feature teams from the Mountain West and Sun Belt Conferences, with partnership support from the American Sports Network, Arizona Sports and Entertainment Commission, and Campus Insiders. For more information visit [www.NOVAArizonaBowl.com](http://www.NOVAArizonaBowl.com).

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