



December 29, 2014

The Birmingham Bowl Announces the Uptown Street Fest and Pep Rally

The Birmingham Bowl and the Uptown Entertainment District will join together for Uptown Street Fest and Pep Rally on Friday, Jan. 2, from 2-8p.m. The ninth annual Birmingham Bowl will be played on Saturday, Jan. 3, 2015, at historic Legion Field between the Florida Gators and the East Carolina Pirates.

The Uptown Street Fest and Pep Rally is free and open to the public, featuring coaches, players, and marching bands from Florida and East Carolina as well as live music on the Miller Lite Stage, a kid's zone, and food and beverages for the entire family.

"The Street Fest and Pep Rally is always a highlight of the activities that lead up to the Birmingham Bowl," said Mark Meadows, Executive Director of the Birmingham Bowl. "We're excited about joining with the Uptown Entertainment District and its many restaurants and attractions to bring fans from both schools together with the people of Birmingham to celebrate what this game means to our community."

Adjacent to the Westin Birmingham, Uptown is part of the [Birmingham-Jefferson Convention Complex](#) and features seven restaurants: [Bottle & Bone](#), [Mugshots](#), [Octane Coffee+Bar](#), [The Southern Kitchen & Bar](#), [Texas De Brazil](#), [Todd English P.U.B.](#), and [Cantina Laredo](#).

"With more than 1,000 hotel rooms at the Sheraton and Westin and seven great restaurants, the Uptown Entertainment District is a great place for teams and fans to celebrate the New Year and share their enthusiasm for college football," said Tad Snider, Executive Director and CEO of the BJCC. "We're excited to welcome ESPN, the University of Florida and East Carolina University to Birmingham, and we're thrilled to be part of the Birmingham Bowl, an event that over the past nine years has become an important New Year's tradition for our region."

Tickets to the 2015 Birmingham Bowl are now on sale and may be purchased online at www.birminghambowl.com. Fans can purchase Reserved Seats (\$50 each) each or General Admission Seats (\$30 each). Tickets are also available at the Legion Field Box Office now through game day.

The Birmingham Bowl is one of 11 games owned-and-operated by ESPN Events, a subsidiary of ESPN.

Birmingham Bowl
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2015 Birmingham Bowl
Saturday, January 3, 2015 • Noon
Historic Legion Field
www.birminghambowl.com



ESPN Events

[ESPN Events](#), a subsidiary of ESPN, owns and operates a large portfolio of collegiate sporting events worldwide. The roster includes two Labor Day weekend college football games; 11 college bowl games and eight college basketball events, which accounts for approximately 200 hours of programming, reaches almost 64 million viewers and attracts over a half a million attendees each year. With satellite offices in Boca Raton, Boise, Birmingham, Dallas-Fort Worth, Albuquerque, St. Petersburg and Las Vegas, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

ESPN Events also manages the Big 12 Corporate Partner Program.

Collegiate Football

[AdvoCare V100 Texas Bowl](#) (Houston); [AdvoCare Texas Kickoff](#) (Houston); [Birmingham Bowl](#) (Alabama); [Bitcoin St. Petersburg Bowl](#) (Florida); [Boca Raton Bowl](#) (Florida); [Famous Idaho Potato Bowl](#) (Boise); [Gildan New Mexico Bowl](#) (Albuquerque); [Hawai'i Bowl](#) (Honolulu); [Lockheed Martin Armed Forces Bowl](#) (Dallas-Fort Worth); [MEAC/SWAC Challenge presented by Disney](#) (Orlando, Fla.); [Raycom Media Camellia Bowl](#) (Montgomery, Ala.); [Royal Purple Las Vegas Bowl](#) (Nevada); [The Home Depot College Football Awards](#) (Orlando, Fla.) and [Zaxby's Heart of Dallas Bowl](#) (Dallas-Fort Worth)

Collegiate Basketball

[Armed Forces Classic](#) (U.S. Coast Guard Air Station Borinquen, PR); [DIRECTV Wooden Legacy](#) (Orange County, Calif.); [Gildan Charleston Classic](#) (South Carolina); [Hawaiian Airlines Diamond Head Classic](#) (Honolulu); [Jimmy V Men's & Women's Basketball Classics Presented by Corona](#) (New York City & Notre Dame, Ind.); [Orlando Classic](#) (Walt Disney World Resort near Orlando, Fla.); [Puerto Rico Tip-Off](#) (San Juan, PR) and [State Farm Champions Classic](#) (Indianapolis)

For more information, visit www.espnevents.com or follow on [Twitter](#) and [Facebook](#).



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