



October 30, 2020

TicketSmarter Birmingham Bowl Set for January 1 at Historic Legion Field

BIRMINGHAM, Ala. — The 15th Annual TicketSmarter Birmingham Bowl is set for Friday, January 1, 2021. The game will be played at Historic Legion Field in Birmingham, Ala., at 11 a.m. (CT)/noon (ET) on ESPN2.

“We are honored to be among just a handful of bowl games that are playing on New Year’s Day,” said Mark Meadows, executive director. “We look forward to celebrating our 15th year while showcasing the City of Birmingham to a national television audience.”

In last year’s TicketSmarter Birmingham Bowl, then-No. 21 Cincinnati defeated Boston College 38-6 following a rain delay. Cincinnati set TicketSmarter Birmingham Bowl records with most yards rushing (343), most rushing touchdowns (4), most rushing attempts (60), most first downs (33), and tied for the fewest points allowed with SMU versus Pittsburgh in 2012.

For information on tickets and branding opportunities, contact Mark Meadows at mark.r.meadows@espn.com or call 205-873-5041. Please note that Bowl week events and attendance may be impacted by restrictions due to COVID-19.

In commemoration of the 15th anniversary of the TicketSmarter Birmingham Bowl, a new logo will be used for this Bowl season. Click [here](#) to download the new logo for media usage.

For more TicketSmarter Birmingham Bowl information please visit TicketSmarterBirminghamBowl.com. For up-to-the-minute information, please follow our social handles on [Facebook](#), [Twitter](#) and [Instagram](#).

About TicketSmarter

TicketSmarter helps customers from all walks of life experience the power and excitement of live events by giving back through children’s charities and creating helpful partnerships. \$1 from every transaction will help our charitable partners, including St. Jude Children’s Research Hospital, V Foundation and Quarterbacking Children’s Health Foundation.

TicketSmarter is the title sponsor of the TicketSmarter Birmingham Bowl with ESPN Events. Additionally, TicketSmarter is the official ticket resale partner of PBR, NJCAA, over 20 collegiate conferences including Pac-12 Conference, and 70 plus universities nationwide.

Stay updated with TicketSmarter at <https://TicketSmarter.com>, and follow @TicketSmarter on [Facebook](#), [Twitter](#), and [Instagram](#).

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TicketSmarter Birmingham Bowl
Historic Legion Field
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ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a portfolio of 35 collegiate sporting events nationwide. The roster includes four early-season college football games, 17 college bowl games, 11 college basketball events, a college softball event and two college award shows, which accounts for approximately 400 hours of live programming, reaches nearly 64 million viewers and attracts over 800,000 attendees each year. With satellite offices in more than 10 markets across the country, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

For more information, visit the official [website](#), [Facebook](#), [Twitter](#) or [YouTube](#) pages.

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