



## Georgia Southern University and Appalachian State University Selected to Play in the 19th JLab Birmingham Bowl

December 7, 2025

**BIRMINGHAM, Ala.** —Georgia Southern University (6-6) and Appalachian State University (5-7), both representing the Sunbelt Conference, will meet in the 19th JLab Birmingham Bowl on Monday, Dec. 29. The game will kick off at 2 p.m. ET/1 p.m. CT at Birmingham's Protective Stadium and will air on ESPN.

"We look forward to having Georgia Southern and App State and their fans spend the holiday season in Birmingham to enjoy the unique southern hospitality and the nationally recognized food scene that our city offers," said JLab Birmingham Bowl Executive Director Mark Meadows. "We hope local football fans will join us for the free pre-game Fan Fest and Pep Rally at Uptown on December 28, and we encourage everyone to purchase their tickets now while they are available."

This will be the first appearance for both Georgia Southern and App State in the JLab Birmingham Bowl.

"We are thrilled to have the opportunity to play in the JLab Birmingham Bowl on December 29th," said Georgia Southern head coach Clay Helton. "This will be an exciting matchup against App State and should make for a great college football game. Playing in the postseason is special for our players and staff and this opportunity is something we don't take for granted. It gives us the chance to be on a national stage at a great bowl venue, and we can't wait to get started with our preparation. We thank the city of Birmingham and the Birmingham Bowl for this invitation."

"It's an honor in college football to be able to play in a bowl game, and we're excited for the opportunity to do that on national TV in the JLab Birmingham Bowl," said Dowell Loggains, App State Head Football Coach. "Our seniors will get to play another game, and our team will benefit from the extra practices. The foundation of our program is competition – this is another great opportunity to compete!"

The two teams have faced each other 41 times; App State leads 22-18-1 in a series that dates back to 1932. They most recently played on November 6, 2025, when Georgia Southern defeated App State 25-23. The teams rivalry is known as "Deeper Than Hate."

Tickets to the JLab Birmingham Bowl will go on sale Monday at 10 AM at [BirminghamBowl.com](https://BirminghamBowl.com). All seating is reserved, with prices starting at \$39.

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**JLab Birmingham Bowl**  
Protective Stadium  
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Since the game's inception in 2006, the JLab Birmingham Bowl has generated over \$190 million in economic impact for the Birmingham community according to figures provided by the Greater Birmingham Convention & Visitors Bureau. In addition, the JLab Birmingham Bowl has donated over \$520,000 to the Monday Morning Quarterback Club in support of its charitable arm, Quarterbacking Children's Health Foundation.

The JLab Birmingham Bowl logo can be downloaded [here](#).

For more information and to purchase tickets, visit [BirminghamBowl.com](http://BirminghamBowl.com) and follow the action, the energy, and every epic celebration across our social channels:

- **JLab:** @JLabAudio ([X](#), [Instagram](#)) | @JLab ([TikTok](#))
- **JLab Birmingham Bowl:** @JlabBhamBowl ([X](#)) | @JLabBirminghamBowl ([Instagram](#)) ([Facebook](#)) ([Linked IN](#))

#### About JLab

JLab imagines and delivers the personal technology products that consumers want. With our line of personal audio gear and office accessories, we're innovating absolutely everything to make way better personal tech. Based in San Diego, we've been offering the right sound, the right features, and the right value since 2005.

#### About ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a portfolio of collegiate sporting events nationwide. In the 2025-26 academic year, the 35-event schedule includes three early-season college football kickoff games, 17 college bowl games, 10 college basketball events, two college volleyball events, the premiere regular season college softball and gymnastics events, as well as the Band of the Year National Championship. Collectively, these events account for over 400 hours of live programming on ESPN platforms, reaching 60 million viewers and attracting more than 650,000 annual attendees. Each year, the portfolio of events features more than 20 Division I conferences and hosts over 4,000 participating student-athletes. With satellite offices in more than 10 cities across the country, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

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