Baby Bash To Perform At Halftime

Contributed by Trenten Hilburn

Baby Bash To
Headline

Helen
of Troy Halftime Show

Baby Bash

EL PASO, Texas (December 17, 2007) - Arista recording artist Baby Bash will headline the Helen of Troy Halftime Show presented by Clear Channel at the 74th Annual Brut Sun Bowl on Dec. 31 at Sun Bowl Stadium.

"We are really excited to have an up and coming artist like Baby Bash perform at the Helen of Troy Halftime Show presented by Clear Channel," said Sun Bowl Association president Linda East. "He brings added value to the ticket buyer, who can now see the excitement of college football with a live halftime performance from one of the top Latin entertainers."

The Brut Sun Bowl features the University of Oregon of the Pac-10 Conference, versus the University of South Florida of the Big East Conference.
The halftime entertainment will feature a performance by Baby Bash, who will be accompanied by a troupe of 325 dancers, and then a performance by the marching bands of the two universities participating in the Brut Sun Bowl.

"Helen of Troy is proud once again to make halftime a memorable event at the Brut Sun Bowl," said Helen of Troy CEO Gerald J. Rubin. "Baby Bash is one of the top up-and-coming artists out right now and adding him to the show's lineup is sure to be a crowd pleaser both locally and to our nationally-televised audience."

Baby Bash will also perform a duet with fellow Arista recording artist Paula DeAnda in the pre-game show, which will also feature the two university bands. DeAnda is also slated to sing the National Anthem.

The duo will sign autographs with fans on Sunday, Dec. 30 at the Sun Bowl Fan Fiesta at the Judson F. Williams Convention Center from 7 p.m. to 8 p.m.

The addition of Arista recording artist Baby Bash to the Helen of Troy Halftime Show marks the fourth consecutive year that the Sun Bowl has featured a live act at halftime. Last year, Rihanna performed at halftime. Prior to that, Diamond Rio and Los Lonely Boys headlined the Helen of Troy Halftime Show.

His current smash hit "Cyclone" has taken the country by storm. It has reached as high as No. 7 on the Billboard Hot 100. He also reached No. 7 on the Billboard Hhot 100 with his 2003 single "Suga, Suga." He has landed Top 20 hits with "Baby I'm Back" and "What Is It."

His current album entitled "Cyclone" is currently No. 30 on the Billboard 200 album chart. In all, he has recorded six albums with his 2003 release "Tha Smokin' Nephew" reaching as high as No. 48 in the Billboard 200 album chart.

"We are thrilled to have both Baby Bash and Paula DeAnda as a part of the festivities of the Brut Sun Bowl" said Bernie Olivas, executive director of the Sun Bowl Association. "Helen of Troy is truly a great corporate citizen, giving back to the community in so many ways."

DeAnda is best known for her Top 10 hit "Walk Away (Remember Me)." She teamed with Baby Bash for the duet entitled, "Doin' Too Much.

"The Helen of Troy Halftime Shows have been huge successes," added Olivas. "I Think Baby Bash and Paula DeAnda just add to the overall experience of the Brut Sun Bowl. It is more than a football game. It is quality family entertainment."

The Brut Sun Bowl is scheduled for Friday, Dec. 31 at
noon at Sun Bowl Stadium. The game will be broadcast live in high definition on
CBS for the 40th consecutive year. Tickets for the Brut Sun Bowl range in price
from $15 to $60 and can be purchased by calling (915) 533-4416 or (800) 915-BOWL
or go on-line at www.ticketmaster.com.