Valenzuela Named 2008 President

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E. Valenzuela Named 2008 Sun Bowl Association President

Joe E. Valenzuela

EL PASO, Texas (April 11, 2008) - Joe E. Valenzuela
has been named the 73rd president of the Sun Bowl Association, announced
executive director Bernie Olivas.

Valenzuela and the 2008 Board of Directors will
officially be introduced at a gathering at the Plaza Theatre on Friday, Apr.
25.

Valenzuela joined the board of directors in 2002 and
has been a member of the Association's football committee, marketing committee
and executive committee. He was instrumental in helping the Sun Bowl secure
sponsorships for the Sun Bowl's soccer tournament and basketball tournament. He
has also served as secretary, executive vice president and president elect.

A native of Alpine,
Valenzuela played football at Sul
Ross State
University, before
transferring to UTEP, where he earned his bachelor's in business administration.
He is currently a State Farm Insurance agent and has over 16 years of insurance industry experience. Valenzuela's
insurance background has spanned the areas of sales, claims, multicultural
marketing, and public affairs.

Valenzuela
is active in numerous civic activities, having served as the board president of
the Boys and Girls Clubs of El Paso,
board member of the UTEP Alumni Association and Public Relations Society of
America - El Paso Chapter; a Municipal Utility District; and is active with the
El Paso Hispanic Chamber of Commerce and Franklin High School Football
Boosters. He has also been involved with the White House Initiative on
Educational Excellence for Hispanic Americans, Project Bravo and Habitat for
Humanity - Super Bowl Build.

Joining Valenzuela on the board of directors are Frank Bates (President Elect), Amen Ayoub (Executive Vice President), Jimmy Rogers, Jr. (Chair Emeritus), Linda East (Immediate Past President), Mike Rogers (Secretary), Mark Cox (Treasurer), Marilyn Munden (Vice President of Marketing), Wayne Thornton (Vice President of Public Relations), Bill Blaziek (Vice President of Community Relations), Walker Crowson (Vice President of Legal Affairs), John Folmer (Football) Linda Smith (Sun Court), Brian Kieser (Basketball), Brent Harris (Golf), Asher Feinberg (CBS), Art Munoz (Special Events), Brent Gulbus (Legends), Chris Van Pelt (Kickoff), Sean Henschel, Tommy Lewis, Michael Dowdy, Rex Furr and Joe Loya.

The 2008 SBA Advisory Board consists of Pat Abeln, Steve Beltran, Tim Charron, Anthony Cobos, John Cook, Christian Daw, Richard Dayoub, Sarah Enriquez, Don Flores, Natalia Flores, David Forti, Gary Helsten, Steve Kauitzsch, Brian Kennedy, Bob Kimble, Jim Lawrence, Kay Mooy, Chris Mott, John Oblinger, Jean Offutt, Tony Ponce, Sr., Bruce Reichman, Mike Rosales, Allen Rystad, Bob Snead, Charles Staniszewski, Bob Stull, Cindy Ramos-Davidson, Pat Valdez-Rios, Charles Vass and Max Weber).

In its 75th year, the Brut Sun Bowl will feature the Pac-10 Conference against either the Big 12 Conference, Big East Conference or Notre Dame. The game is set for Wednesday, Dec. 31 at Noon (MT) on CBS. This year marks the 41st consecutive year that the Brut Sun Bowl has appeared on CBS. For ticket information, call the Sun Bowl Association office at (915) 533-4416 or 1-800-915-BOWL.