2008 Game Set For December 31

75th Annual Brut Sun Bowl Set For December 31

Association Launches Commemorative Logo For Anniversary

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EL PASO, Texas (April 25, 2008) - The 75th Annual Brut Sun Bowl has been set for Dec. 31 at noon (MT) at Sun Bowl Stadium. The game, which will air on CBS for the 41st consecutive year, will feature either a selection from Big 12 Conference, the Big East Conference or the University of Notre Dame versus a team from the Pacific-10 Conference.

To commemorate the 75th anniversary of the Brut Sun Bowl, the Association released a special version of the game's logo to be used during 2008.

"We are really excited to be celebrating the 75th edition of the Brut Sun Bowl on CBS," said executive director Bernie Olivas. "We have come a long way since the game was founded in 1934. The logo stands as a reminder of where we have been and where we are headed to."

The Association is in its third year of a four-year arrangement that features a collaboration with the Konika Minolta Gator Bowl. Each bowl will select a member of the either the Big 12 or Big East twice over the four-year period. Notre Dame counts as a Big East selection if the Irish are not BCS eligible, but are bowl eligible. The Brut Sun Bowl has featured a Big 12 team (Missouri) and a Big East team (USF) over the past two years, leaving one selection from each conference over the next two years. The selection will play the Pac-10 No. 3 in the Sun Bowl, while the Gator Bowl will pit the selection against an ACC opponent.

The Sun Bowl Association

was originally founded as the Southwestern Sun Carnival Association in 1934. After playing the first game on Jan. 1, 1935, the Association added a cavalcade of events the following year, including the coronation of the Sun Court and the parade. Both are still staples of the Association's event schedule. Currently the Association puts on over 20 events each year.

Last year's Brut Sun Bowl was one to remember, as Jonathan Stewart ran Oregon to a 56-21 win over No. 23 USF. Stewart set a Brut Sun Bowl record with 256 yards on 23 carries. For tickets to this year's game, call the Sun Bowl Association office at (915) 533-4416 or e-mail at ticket@sunbowl.org.