Village People To Perform At Halftime

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"We are really excited to get a musical group, such as the Village People, that transcends generations," said Sun Bowl Association president Joe E. Valenzuela. "Their music has become a mainstay at stadiums across the country during sporting events and we are extremely excited to have them perform live at the Brut Sun Bowl.

Sun Bowl Association officials are also looking to break the Guinness World Record for the largest YMCA dance, when the group performs during halftime of the Brut Sun Bowl.

The record was established on July 4, 2001, when 13,588 people danced to the song "YMCA" for five minutes at a baseball game between the Omaha Spikes and the Salt Lake Stingers at Johnny Rosenblatt Stadium in Omaha,Neb.

"‘YMCA' is such a fan-friendly song, that we decided if we can get the entire crowd at Sun Bowl Stadium involved, it would be a way to get El Pasoans involved in a Guinness World Record," said Bernie Olivas, executive director of the Sun Bowl Association. "We realize that it is just a small footnote in life, but what a neat way to remember our 75th anniversary."

The Village People are celebrating their 30th anniversary in 2008, touring the United States, Canada,Brazil, France, South Africa, Finland,Belgium, Spain, Italy and Poland.

The 75th Annual Brut Sun Bowl features No. 24 Oregon State versus No. 18 Pittsburgh on Dec. 31. The halftime entertainment will feature a performance by the Village People, 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 to make halftime such a memorable event at the Brut Sun Bowl," said Helen of Troy CEO Gerald J. Rubin. "The Village People put on a high energy show that fans will remember for years to come."

The Village People have released 21 albums and have had several songs reach the Billboard Hot 100,including "YMCA," "In the Navy" and "Macho Man." Both "YMCA" and "In the Navy"reached as high as No. 2 in the United States,while "YMCA" went to No. 1 in the United Kingdom. "YMCA" is No. 7 onVH1's list of The 100 Greatest Dance Songs of the 20th Century.

This marks the fifth consecutive year of the Helen of Troy Halftime Show, which has also featured Grammy Award winners Rihanna and Los Lonely Boys, as well as the country band Diamond Rio and hip hop artist Baby Bash.

"We are thrilled to have the Village People as a part of the festivities of the Brut Sun Bowl" said Bernie Olivas. "Helen of Troy gives back to the community in so many ways and has really made this a special event."

The Brut Sun Bowl is scheduled for Wednesday, Dec. 31 at noon at Sun Bowl Stadium. The game will be broadcast live in high definition on CBS for the 41st consecutive year. Tickets for the Brut Sun Bowl range in price from $15 to $60 and can be purchased bycalling (915) 533-4416 or (800) 915-BOWL or go on-line at www.ticketmaster.com.