Archuleta Giveaway at Fan Fiesta

300
Youth Could Win Sideline View Of Halftime Show

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PASO, Texas (December 17, 2009) - The first 300 lucky fans between the ages of 10 and 17 to arrive at the Sun Bowl Fan Fiesta at 4 p.m. on Dec. 30 will win the opportunity to watch American Idol's David Archuleta perform from the field level stage at the Helen of Troy Halftime Show at the 76th Annual Brut Sun Bowl on Dec. 31 at Sun Bowl Stadium.

Fans
wishing to participate in the giveaway must show up to the Sun Bowl Fan Fiesta at the Judson F. Williams Convention Center at 4 p.m. on Dec. 30 with a pre-purchased ticket to the Brut Sun Bowl football game. At that time, the first 300 fans who present their game ticket will receive a sideline access pass for the halftime show.

"Basically,
we want to give 300 lucky fans the opportunity to have a front row seat to the Helen of Troy Halftime Show," said Bernie Olivas, executive director of the Sun Bowl Association. "It also allows David to engage his fans on a more personal level."

Less
than 2,000 tickets remain for the Brut Sun Bowl scheduled for Thursday, Dec. 31 at noon at Sun Bowl Stadium. The game will be broadcast live nationally in high definition on CBS for the 42nd consecutive year. Tickets for the Brut Sun Bowl can be purchased by calling (915) 533-4416 or go on-line at www.ticketmaster.com.