Charles Davis To Speak

EL PASO,
Texas (March 6, 2007) - College football analyst Charles Davis will be the featured speaker at the Sun Bowl Association's Celebration 2007, an installation dinner of the 2007 board of directors and advisory board of the organization on March 21 at the Camino Real Hotel, announced executive director Bernie Olivas.

Fox Network's Charles Davis To Speak at Celebration 2007

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PASO, Texas (March 6, 2007) - College football analyst Charles Davis will be the featured speaker at the Sun Bowl Association's Celebration 2007, an installation dinner of the 2007 board of directors and advisory board of the organization on March 21 at the Camino Real Hotel, announced executive director Bernie Olivas.

"It is not
often that we get a chance to have one of the game's premier analysts come to El Paso," said Olivas. "Celebration 2007 is a chance for the Sun Bowl Association to look back on a successful 2006 for the organization and take a look to what this year might bring."

Davis, who
served as analyst at the 2007 Tostitos Fiesta Bowl and the 2007 Tostitos BCS National Championship Game, played in the 1984 Sun Bowl for Tennessee. Davis served the last five years as lead analyst for TBS, before switching to Fox in December. He also currently works for the NFL Network and The Golf Channel.

Celebration
2007 will feature the installation of Linda East as the association's president for this year. East's first association with the Sun Bowl came in 1973 when she was a member of the Sun Court. In 1998, she became a member of the board of directors and has served in several capacities since then.

"This past year, under the leadership of John Folmer, the Sun Bowl crossed into new territories with a new name and new partners," said Olivas. "Under the direction of Linda East, we will continue to move forward and I think this could be one of the most successful Sun Bowls of all time."

Tickets for the event start at $50 per person, while tables can be purchased beginning at $500. Individual tickets and tables can be purchased by calling Ellen Hughes at the Sun Bowl Association offices at (915) 533-4416.

In its 74th 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 Monday, Dec. 31 at Noon (MT) on CBS. Last year's Brut Sun Bowl was one to remember, as No. 24 Oregon State upended Missouri, 39-38, in the final seconds on a two-point conversion.

EVENT POSTER

About Charles Davis

Charles Davis, a four-year starter at defensive back for the University of Tennessee, currently serves as the lead analyst for the Fox Television Network's coverage of the Bowl Championship Series.

This past January, Davis teamed with play-by-play voice Thom Brennaman, former Wisconsin head coach Barry Alvarez and sideline reporter Chris Meyers to make up Fox's lead crew. The quartet led the Fox broadcast of the Tostitos Fiesta Bowl (Boise State vs. Oklahoma) and the 2007 Tostitos BCS National Championship Game (Florida vs. Ohio State) on Jan. 8, from Glendale, Ariz.

Prior to his move to Fox, Davis served as the lead analyst for TBS' coverage of college football. Davis has had a diverse broadcasting career that has seen the New York native serve as an analyst for college football, Arena League football, basketball, baseball and golf for ESPN, CBS, NBC, Fox, The NFL Network, The Golf Channel, TBS, TNT and the Sun Sports Network.

Davis, who played for the Volunteers from 1983-86, led Tennessee to four straight bowl appearances, including the 1984 Sun Bowl as a sophomore. He also appeared in the 1983 Florida Citrus Bowl, the 1986 Sugar Bowl and the 1986 Liberty Bowl.

He led the Volunteers in interceptions in three of his four years in Knoxville and currently ranks sixth all-time in interceptions at Tennessee with 13. As a senior, Davis was an Academic All-Southeastern Conference selection.

After graduation, Davis served as an assistant coach at the University of Pacific and then moved into athletic administration, where he worked as an assistant athletic director at Stanford University. After a stint as the director of the U.S. Olympic Training Center in Colorado Springs, Colo., Davis became the tournament director of the PGA Tour's Disney Golf Classic.

His broadcasting career began 1997 as an analyst covering the Southeastern Conference. In 2000, Davis' career took off, as he began working full-time in both radio and television.

Since 2001, he has been a regular on The Golf Channel's Viewer's Forum and The Grey Goose 19th Hole. He has worked in the college ranks broadcasting football, basketball and baseball, while also covering the Arena League for NBC and the NBA Playoffs for TNT. He is also a featured analyst for the NFL Network's coverage of the 2007 NFL Draft.

Davis and his wife Lisa live in Orlando, Fla., with their daughter, Taylor, and son, Parker.