Fan Fiesta In Need Of New Title Sponsor

Monday, 09 April 2007
Last Updated Tuesday, 01 May 2007

Fan Fiesta Searches For Sponsor
EL PASO, Texas (April 9, 2007) - The Sun Bowl Association announced today that it will begin reviewing potential companies to become the title sponsor of this year's Sun Bowl Fan Fiesta. Wells Fargo Bank's sponsorship ended last December.

Sun Bowl Association Seeks Title Sponsor For Fan Fiesta

EL
PASO, Texas (April 9, 2007) - The Sun Bowl Association announced today that it will begin reviewing potential companies to become the title sponsor of this year's Sun Bowl Fan Fiesta. Wells Fargo Bank's sponsorship ended last December.

Norwest/Wells Fargo began its title
sponsorship of the Sun Bowl football game in 1996, keeping the Sun Bowl alive during a time of uncertainty for sports fans. The company spent eight years as the football game's title sponsor.

Beginning in 1998, the Sun Bowl
Association added the Wells Fargo Sun Bowl Fan Fiesta to the schedule of events for bowl week. The Wells Fargo Fan Fiesta has blossomed into a huge fan-friendly event the night before the game. Wells Fargo Bank sponsored the event for nine years.

"Wells Fargo has been instrumental
corporate citizen in helping the Sun Bowl Association provide some great memories to both local and out of town fans a like," said Sun Bowl Association Executive Director Bernie Olivas. "The Wells Fargo Sun Bowl Fan Fiesta has been a staple in showcasing El Paso's reputation as the nation's most hospitable bowl game. We cannot thank Steve Helbing and the Wells Fargo Bank family enough for their support of the Sun Bowl Association."

The
Fan Fiesta is the region's largest pep rally that hosts 15,000 to 18,000 fans each year. The event includes The Battle of the University Bands, school pep rallies, the largest fireworks display in the region, carnival acts, interactive games, live music and a taste of the region with various restaurants on hand to serve El Paso's flavor.

This year's Fan Fiesta is scheduled from
2 p.m. to 8 p.m. on Sunday, Dec. 30, with the Brut Sun Bowl slated for Monday, Dec. 31 at noon at Sun Bowl Stadium.

"Wells Fargo has a 126 year history in
El Paso and the years of our association with the Sun Bowl have been some of the very best. Our association with the game and the creation of the Fan Fiesta will always be a source of pride for our company and all our teammates. These marquis events show our city to football fans and Wells Fargo customers across America and El Paso always looks like the great place we know it is. Our sincere thanks go to the talented staff and all the dedicated volunteers with the Sun Bowl Association," said Steve Helbing, Wells Fargo's Community Banking President in El Paso.