



Lee Brice to Perform at Hyundai Sun Bowl

Award-Winning Country Artist Lee Brice will perform at halftime of the 79th Annual Hyundai Sun Bowl Game on Dec. 31.

The Sun Bowl Association and Hyundai of El Paso is proud to announce award-winning country artist Lee Brice as the performer for the 79th Annual Hyundai Sun Bowl game on Monday, December 31, 2012.

“We are happy to have Lee Brice perform at this year’s Hyundai Sun Bowl,” said Oscar Leeser of Hyundai of El Paso.

“He was nominated for new artist of the year by the Country Music Association. He is a young country star. My wife and daughter really enjoy his music and we are happy to choose him as the halftime show for this year above many other choices. We are privileged to host a up-and-coming star to El Paso. “

Brice’s hit single “Hard to Love” topped the Billboard Country charts last month, his second hit to do so this year. “A Woman Like You” reached No. 1 in April and took home the “Song of the Year” award at the 2012 SESAC Nashville Music Awards. His most recent single “I Drive Your Truck” was released earlier this month. Brice tour dates include over 200 shows played this year.

The Country Music Awards “New Artist of the Year” nominee was recognized by Billboard in 2010 for “Love Like Crazy” as the most played country song of the year. The 2011 hit “Crazy Girl” earned the South Carolina native another Billboard recognition as the most played country song of the year and won the ACM Award for Song of the Year.

Brice is currently nominated for three American Country Awards for “Breakthrough Artist of the Year” and “Single of the Year” for a breakthrough artist and “Song of the Year” for “A Woman Like You.”

Also a songwriter, Brice is credited for additional hits recorded by country stars including Garth Brooks, Jason Aldean, Tim McGraw, Kenny Chesney, Blake Shelton and more.

The Hyundai Sun Bowl, sponsored by Hyundai Motor America, will feature the Atlantic Coast Conference against the Pacific-12 Conference.

This marks the ninth consecutive year the Hyundai Sun Bowl has featured a halftime show.

Previous performers have included Los Lonely Boys, Diamond Rio, Baby Bash, Rihanna, The Village People, David Archuleta and Lee Greenwood.

The Hyundai Sun Bowl is scheduled for Monday, Dec. 31 at noon at Sun Bowl Stadium. The game will be broadcast live nationally in high definition on CBS for the 45th consecutive year. Tickets for the Hyundai Sun Bowl range in price from \$17 to \$62 and can be purchased by calling (915) 533-4416 or (800) 915-BOWL or go on-line at www.ticketmaster.com .

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