



NEWS FROM THE FOOTBALL BOWL ASSOCIATION

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The Weekly Field Goal #4 (Nov. 29, 2011)

The Fourth of Six Reports with Facts and Statistics about America's Bowl Tradition

Record Attendance at Bowl Games Posted in 2010-11 Season 1.8 Million Spectators Present

College football's postseason bowl games hosted a record 1,813,219 fans last season and rose a modest 0.83 percent compared to previous season, the FBA announced today. An average of 51,806 spectators attended each of the 35 games.

"Last year's bowl game attendance was strong," said Tina Kunzer-Murphy, Chairman of the Football Bowl Association. "For many fans, attending bowl games is part of their holiday tradition and I can't wait for the beginning of another bowl season."

Attendance rose 0.83 percent, excluding the data figures from the BCS National Championship Game and the inaugural New Era Pinstripe Bowl and TicketCity Bowl. The BCS National Championship Game is not included because its venue rotates annually.

Bowl Game.....	2010-11 Attendance
AdvoCare V100 Independence Bowl.....	39,362
Allstate Sugar Bowl.....	73,879
AT&T Cotton Bowl.....	83,514
AutoZone Liberty Bowl.....	51,231
BBVA Compass Bowl.....	41,207
Beef O'Brady's Bowl St. Petersburg	20,017
Belk Bowl.....	41,122
Bell Helicopter Armed Forces Bowl.....	36,742
Bridgepoint Education Holiday Bowl.....	57,921
Capital One Bowl	61,519
Champs Sports Bowl.....	48,962
Chick-fil-A Bowl	72,217
Discover Orange Bowl.....	65,453
Famous Idaho Potato Bowl	25,449
Franklin American Mortgage Music City Bowl.....	69,143
Gildan New Mexico Bowl.....	32,424
GoDaddy.com Bowl	38,168
Hyundai Sun Bowl	54,021

Bowl Game.....	2010-11 Attendance
Insight Bowl.....	53,453
Kraft Fight Hunger Bowl	41,063
Little Caesars Pizza Bowl	32,431
MAACO Bowl Las Vegas	41,923
Meineke Car Care Bowl of Texas	68,211
Military Bowl presented by Northrop Grumman	38,062
New Era Pinstripe Bowl.....	38,274
Outback Bowl.....	60,574
R+L Carriers New Orleans Bowl	29,159
Rose Bowl Game Presented by VIZIO.....	94,118
San Diego County Credit Union Poinsettia Bowl	48,049
Sheraton Hawaii Bowl	43,673
TaxSlayer.com Gator Bowl.....	68,325
TicketCity Bowl.....	40,121
Tostitos BCS National Championship.....	78,603
Tostitos Fiesta Bowl	67,232
Valero Alamo Bowl.....	57,593
Approximate Total.....	1,813,219

Included in the data is the Bell Helicopter Armed Forces Bowl which changed venues from TCU to SMU.

For more information about the Football Bowl Association, visit footballbowlassociation.org.

Countdown to Bowl Season Kickoff (Dec. 17): 18 Days