



## BitPay Signs on as New St. Petersburg Bowl Game Title Sponsor

*Newly rebranded Bitcoin St. Petersburg Bowl set for Dec. 26, 2014*

ST. PETERSBURG, Fla. (June 18, 2014) – **ESPN Events**, a subsidiary of ESPN, has announced **BitPay**, the world's leader in business solutions for the bitcoin digital currency, as the new title sponsor for the annual college football postseason game played in St. Petersburg (Fla.). Beginning with this year's December 26 game, the bowl will now be known as the **Bitcoin St. Petersburg Bowl**. BitPay will serve as title sponsor for three years through the 2016 game.

"Our goal is to continue to move bitcoin into the mainstream and sponsoring the St. Petersburg Bowl offers us that opportunity," said **Tony Gallippi**, Executive Chairman for **BitPay**. "College football fans and the bitcoin community represent a similar target demographic - tech-savvy men between the ages of 18 and 40."

By sponsoring the bowl game, BitPay is not only hoping to stimulate the bitcoin community around the event, but also to further promote interest in the digital currency on a national scale. The bowl game will be an exciting opportunity to enable fans to use bitcoin in a fun, collegiate sports environment. With a rapport of over 33,000 merchants and growing, BitPay has led the bitcoin economy by allowing businesses around the world to easily accept bitcoin. The attention brought to bitcoin by the game will only further boost its ascension into the mainstream.

"We're extremely excited to welcome BitPay to college football and our bowl home in St. Petersburg," said **Brett Dulaney**, Executive Director of the Bitcoin St. Petersburg Bowl. "We look forward to a long and mutually beneficial arrangement."

The 2014 game will be played on **Friday, Dec. 26**, at **8 p.m.** ET at **Tropicana Field** in St. Petersburg. The game, which will once again air on **ESPN**, is in its first-year of its new conference affiliation with the **Atlantic Coast Conference (ACC)** and the **American Athletic Conference**.

Tickets for the 2014 Bitcoin St. Petersburg Bowl will go on sale later this year with prices starting as low as just \$40. Tickets will be available through Ticketmaster or by phone at 1-800-745-3000. Tickets and merchandise will also be available to purchase with bitcoin.

Website: [www.bitcoinstpetebowl.com](http://www.bitcoinstpetebowl.com)

Twitter: @bitcoinbowl

Hashtag: #btcbowl

### **About BitPay**

BitPay is a Payment Service Provider (PSP) specializing in eCommerce, B2B, and enterprise solutions for the Bitcoin digital currency.

### **ESPN Events**

[ESPN Events](#), a subsidiary of ESPN, owns and operates a large portfolio of collegiate sporting events worldwide. The roster includes two Labor Day weekend college football games; 11 college bowl games and eight college basketball events, which accounts for approximately 200 hours of programming, reaches almost 64 million viewers and attracts over a half a million attendees each year. With satellite offices in Boca Raton, Boise, Birmingham, Dallas-Fort Worth, Albuquerque, St. Petersburg and Las Vegas, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

ESPN Events also manages the Big 12 Corporate Partner Program.

### **Collegiate Football**

[AdvoCare v100 Texas Bowl](#) (Houston); [AdvoCare Texas Kickoff](#) (Houston); [Birmingham Bowl](#) (Alabama); [Bitcoin St. Petersburg Bowl](#) (Florida); Boca Raton Bowl (Florida); [Famous Idaho Potato Bowl](#) (Boise); [Gildan New Mexico Bowl](#) (Albuquerque); [Hawai'i Bowl](#) (Honolulu); [Heart of Dallas Bowl](#) (Dallas-Fort Worth); [Lockheed Martin Armed Forces Bowl](#) (Dallas-Fort Worth); [MEAC/SWAC Challenge presented by Disney](#) (Orlando, Fla.); [Raycom Media Camellia Bowl](#) (Montgomery, Ala.); [Royal Purple Las Vegas Bowl](#) (Nevada) and [The Home Depot College Football Awards](#) (Orlando, Fla.)

### **Collegiate Basketball**

[Armed Forces Classic](#) (US Air Station Borinquen, PR); [Gildan Charleston Classic](#) (South Carolina); [Hawaiian Airlines Diamond Head Classic](#) (Honolulu); [Wooden Legacy](#) (Orange County, Calif.); [Jimmy V Men's & Women's Basketball Classics](#) (New York City & South Bend, Ind.); Orlando Classic (Walt Disney World Resort near Orlando, Fla.); [Puerto Rico Tip-Off](#) (San Juan, PR) and [State Farm Champions Classic](#) (Indianapolis)

For more information, visit [www.espnevents.com](http://www.espnevents.com) or follow on [Twitter](#) and [Facebook](#).

### **Media Contacts:**

Bitcoin St. Petersburg Bowl Media Contact: Jack Heilig at 954.634.2299 or [Jack@TrifectaTeam.com](mailto:Jack@TrifectaTeam.com)

ESPN Media Contact: Rachel Margolis Siegal at 860-766-2798 or [rachel.m.siegal@espn.com](mailto:rachel.m.siegal@espn.com)

BitPay Media Contact: Jan Jahosky at 407.331.4699 or [jan@bitpay.com](mailto:jan@bitpay.com)