



Convention & Visitors Bureau

News Release

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THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA) OFFICIALLY RECERTIFIES SILICON VALLEY FOOTBALL CLASSIC

Bowl IV Scheduled for December 30, 2003

SAN JOSE, CALIF. –On May 1, 2003, the National Collegiate Athletic Association (NCAA) Football Certification Subcommittee officially recertified the Silicon Valley Football Classic (SVFC) for the 2003-2004 season. The subcommittee, which meets annually to review the bowl season, also announced the recertification of 26 other teams, the certification of the new Fort Worth Bowl, and due to financial and administrative requirement issues, the decertification of Seattle Bowl.

The new management team for the SVFC traveled to San Diego, Calif. last week to present its business and marketing plan in an effort to successfully recertify Bowl IV. The team representing SVFC included Greg Jamison, Bowl chairman; C. Jay Key, executive director; Dan Fenton, president; Karl Benson, commissioner of the Western Athletic Conference (WAC); Cindy Kenyon-Lazares, former Bowl president; and Jonathan Camacho, the Bowl's finance director.

"The Silicon Valley Football Classic team presented a well-organized and thorough presentation," said Karl Benson, commissioner of the WAC. "The Football Certification Subcommittee was particularly pleased with the restructured management team, and the WAC looks forward to a bright future with the Silicon Valley Football Classic."

For the past three years, the Bowl has been scheduled during the afternoon of December 31, but in an attempt to attract more attendees, the SVFC has moved its date to December 30, 2003 at 7:30 p.m. PT. Bowl IV will be held at San Jose State's Spartan Stadium and will be covered nationally by ESPN2.

"We elected to move Bowl IV to December 30th because we wanted to attract as many local attendees as possible," said Dan Fenton, president and CEO of the San Jose Convention and Visitors Bureau, and president of SVFC. "An evening game should draw more attendance because fans don't need to miss work, and it won't interfere with New Year's Eve festivities."

About The Silicon Valley Football Classic (SVFC)

The Silicon Valley Football Classic (SVFC) was conceived in 2000, to form an NCAA Division IA Football Bowl in San José, California. Since its inception, the SVFC has experienced overwhelming success, and has generated millions of dollars in economic impact to the city of San José. This year's game will match up teams from the WAC and the PAC-10 Conferences, and is expected to be the most exciting college Bowl experience yet. Bowl IV of SVFC is scheduled for December 30, 2003 at 7:30 p.m. PT. The game will be held at San Jose State University's Spartan Stadium, and will be televised nationally on ESPN2. For more information on the SVFC, visit <http://www.footballclassic.com>.

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau (SJCVB) enhances the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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