



# New York Yankees

## OFFICIAL PRESS RELEASE

New York Yankees • Yankee Stadium • Bronx, NY 10451 • Phone: 718-579-4460 • Fax: 718-293-8414

**MARCH 9, 2010**

**FOR IMMEDIATE RELEASE**

**YANKEES ANNOUNCE NEW ERA AS TITLE SPONSOR FOR YANKEE STADIUM BOWL GAME;  
NEW ERA PINSTRIPE BOWL SCHEDULED FOR DECEMBER 30, 2010, AT 4:30 P.M.;  
WILL BE NATIONALLY TELEVISED ON ESPN AND NATIONALLY BROADCAST ON ESPN RADIO**

The New York Yankees announced today that the first annual college football bowl game to be held at Yankee Stadium is scheduled for December 30, 2010, at 4:30 p.m., and will be called the New Era Pinstripe Bowl with a four-year title-sponsorship agreement in place with headwear and apparel manufacturer New Era Cap Company, Inc. The deal gives New Era exclusive headwear licensing rights and non-exclusive apparel licensing rights on bowl-game-related merchandise.

The contest will be nationally televised by ESPN, which has also secured national and local radio rights for ESPN Radio. The deals for both broadcast platforms are for six years through the 2015 game.

The bowl committee is proud to launch the official New Era Pinstripe Bowl Web site, [www.newerapinstripebowl.com](http://www.newerapinstripebowl.com), where fans can access up-to-the-moment information regarding the game.

Additionally, the committee has also released the official logo for the game, which can be found in the header of this release.

The New Era Pinstripe Bowl will pit the third- or fourth-place team from the Big East against the seventh-place team from the Big 12. Should the Big 12 representative not qualify for bowl eligibility under NCAA guidelines, the University of Notre Dame has agreed to take part against a Big East opponent.

There is a four-year agreement extending through 2013 between the conferences and Yankee Stadium. In future years beyond 2010, games will take place no earlier than Christmas Day and no later than New Year's Day.

Both teams will arrive in New York City on December 27, with the Big East team staying at the Grand Hyatt and the Big 12 team staying at the Sheraton New York. Players, coaches and university staff will take part in events in the days prior to the game, showcasing their respective universities to the New York metropolitan area. Discounts, promotions, events and special offers will take place all around New York City to create an unforgettable experience for fans and families of the visiting teams.

The contest will mark the first NCAA football bowl game in the Bronx since the Gotham Bowl on December 15, 1962, when Nebraska edged Miami (Fla.), 36-34, at the original Yankee Stadium.

In July 2009, the Yankees announced that Yankee Stadium will host a Notre Dame-Army game on November 20, 2010, as well as a series of Army home football games vs. Rutgers in 2011, Air Force in 2012 and Boston College in 2014.

The Yankees will have an announcement regarding New Era Pinstripe Bowl ticket availability at a later date.

—more—



# New York Yankees

OFFICIAL PRESS RELEASE

New York Yankees • Yankee Stadium • Bronx, NY 10451 • Phone: 718-579-4460 • Fax: 718-293-8414

## **YANKEE STADIUM TO HOST NEW ERA PINSTRIPE BOWL ON DEC. 30, 2010, continued**

### **About New Era Cap Company, Inc.**

Founded in 1920, New Era Cap Company, Inc., the leading headwear manufacturer and creator of New Era Apparel, brings to market products that transcend time, culture, sport and fashion. Producing more than 35 million caps per year, New Era is the exclusive manufacturer and marketer of the official on-field cap worn by every Major League Baseball team and their Minor League affiliates. To its fans, New Era is known as the Originator of the True Fitted for its signature cap style, the 59FIFTY. The Company is headquartered in Buffalo, N.Y. and operates facilities in Canada, Europe, Japan and Hong Kong. New Era Cap is a Participating Company (PC) of the Fair Labor Association.

—nyy—