



**FOR IMMEDIATE RELEASE**  
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**EAGLEBANK BOWL ANNOUNCES**  
**“DCEMBER ROCKS AT RFK” ADVERTISING CAMPAIGN**

WASHINGTON, D.C. – The EagleBank Bowl announced today that “*DCember Rocks at RFK*” is the theme for this year’s Bowl advertising campaign, an integrated marketing and media plan that rolls out this month.

*DCember Rocks at RFK* is a play on the Bowl game’s month and city location and is intended to elicit high energy and anticipation for the game as well as encourage people to come out to the stadium for a good time. Fans through the years have enjoyed RFK Stadium’s legendary bouncy seats and rockin’ stands for football and soccer games.

In addition, *DCember Rocks at RFK* captures the excitement and vitality of an event that is growing into one of the signature sporting events in the mid-atlantic region.

“*DCember Rocks at RFK* perfectly captures the spirit of celebration that the EagleBank Bowl represents,” said Steve Beck, Executive Director of the EagleBank Bowl. “We wanted to pay homage to the city of Washington, D.C. while also letting people know that the Bowl game is a great event in a historic stadium. This year’s game and lineup of activities promises to provide fans an experience the whole family can enjoy.”

The campaign was conceived and designed by the Leffler Agency, the Bowl’s advertising agency. The *DCember Rocks at RFK* theme will be carried out on all marketing and advertising materials including the bowl website, signage and outdoor, print, radio, television and internet advertising. In conjunction with the advertising rollout, a *DCember Rocks at RFK* logo has been created to highlight the campaign. This logo includes football images, to signify the targeted sport, and stars - as a tribute to the military.

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“We’re happy to host this new sports tradition in one of America’s most historic sports venues,” said Erik A. Moses, CEO of the DC Sports and Entertainment Commission. “Each December, fans and visitors can enjoy some great college football and look forward to a rockin’ good time at RFK Stadium.”

EagleBank Bowl week features numerous activities that the community can enjoy in addition to the game including the team welcome receptions, the official teams luncheon and FanFest.

The EagleBank Bowl brings the excitement of the Bowl season to the nation’s capital while helping to boost the regional economy, raise money for charities and honor the U.S. military. The Bowl actively participates in the community through a variety of programs and activities including the Wounded Warrior Project, the Bowl’s charitable partner, the Youth Football Program and the Ambassadors Program.

This year’s EagleBank Bowl is set for Tuesday, December 29 at 4:30 p.m. at RFK Stadium. The game will match Army against a team from the Atlantic Coast Conference (ACC). If Army is not bowl-eligible, a team from Conference USA will be selected as the ACC opponent. Tickets for the game start at \$30 and can be purchased at any Ticketmaster outlet, by calling (800) 551-7328 or at [www.ticketmaster.com](http://www.ticketmaster.com).

For more information, please visit [www.EagleBankBowl.org](http://www.EagleBankBowl.org).

**About the EagleBank Bowl**

The EagleBank Bowl, the first NCAA-sanctioned postseason bowl game in Washington, D.C., has been held in the District’s historic RFK Stadium since 2008. Organized by the DC Bowl Committee, Inc., the DC Sports and Entertainment Commission and title sponsor EagleBank, the EagleBank Bowl serves as a premier regional event. With first-rate participants and events, the EagleBank Bowl seeks to positively impact the regional economy and charitable partners, honor the U.S. military and solidify the nation’s capital as a leading college football destination. The 2009 EagleBank Bowl is Tuesday, December 29 at 4:30 p.m. (ESPN).