



International Drive Resort Area

W E L C O M E S

ORLANDO'S

BOWL-A-PALOOZA! FANFEST

On International Drive



Experience Orlando's Most Dynamic Destination...Playing, Nightlife, Shopping, Dining and the Fun Way to Get Around I-Drive...The I-RIDE Trolleys!

CAPITAL ONE BOWL AND CHAMPS SPORTS BOWL

International Drive Improvement District Welcomes Thousands of Fans for Orlando's Bowl-a-Palooza FanFest on I-Drive at Pointe Orlando

DECEMBER 28, 2009 – JANUARY 1, 2010

The world's # 1 tourist destination will once again be the focus of the entire country as International Drive is the site for the Bowl-a-Palooza FanFest leading up to the Champs Sports Bowl on December 29, 2009 – Miami vs. Wisconsin and the Capital One Bowl on January 1, 2010 – LSU vs. Penn State.

The International Drive Improvement District is a premiere sponsor with Florida Citrus Sports for the event-packed week. More than 100,000 fans are expected to join in the festivities during the Champs Sports Bowl at 8:00 p.m. on December 29, 2009 when University of Miami plays the University of Wisconsin and for the Capital One Bowl at 1 p.m. on January 1, 2010 when the University of Louisiana plays Penn State.

Both games are played at the Florida Citrus Bowl Stadium in downtown Orlando, the only city to annually host two top 10 bowl games in the same week.

The Champs Sports Bowl will be televised nationally on ESPN and the Capital One Bowl will be televised nationally on ABC.

Visitors are invited to bring the entire family to the Int'l Drive Resort Area for a fun-packed week of activities leading up to the big games! Live music, interactive games for the entire family, inflatables, a football field for the quarterback challenge, pep rallies, photo opportunities with the players and more! Many Bowl-A-Palooza FanFest events will take place at Pointe Orlando (www.pointeorlando.com) with more than 40 unique stores, great restaurants, nightlife and entertainment. Florida Citrus Sports will have a merchandise store on the first level that will sell team merchandise, Champs Sports Bowl and Capital One bowl patches and discounted Universal tickets.

Admission to designated Bowl-a-Palooza FanFest areas is FREE all week long for Bowl Patch holders. Bowl Patches are just \$10 and will be available for purchase on-site at the Pointe Orlando Florida Citrus Sports Merchandise Store as well as www.ticketmaster.com or FCSports.com. Complimentary parking will be available with purchase of a bowl patch.

For more information on Bowl-a-Palooza FanFest and an event schedule, visit www.bowlapalooza.com. Visit www.internationaldriveorlando.com for information on accommodations and planning a vacation in the International Drive Resort Area.

7081 Grand National Drive • Suite 105 • Orlando, FL 32819
(P) 407.248.9590 • (F) 407.248.9594

www.InternationalDriveOrlando.com