



COLLEGE FOOTBALL PLAYOFF

FOR IMMEDIATE RELEASE

November 18, 2015

CONTACT: Gina Lehe, 469-262-5200

COLLEGE FOOTBALL PLAYOFF ANNOUNCES DETAILS OF EVENTS SCHEDULED FOR CHAMPIONSHIP WEEKEND

GLENDALE, Arizona – The College Football Playoff (CFP) today announced information about the events that will take place in Arizona the weekend of the national championship game, including the interactive event for fans, concert series, pregame festivities at University of Phoenix Stadium and philanthropic events.

Playoff Fan Central, a festival that will give fans the opportunity to be a part of the championship experience, will be at the Phoenix Convention Center. Dates and times are as follows:

Friday, January 8, 3 p.m. until 8 p.m.

Saturday, January 9, 7:30 a.m. until 8 p.m.

Sunday, January 10, noon until 8 p.m.

The event will include interactive games, sponsor activities, special guest appearances and exhibits celebrating college football. Playoff Fan Central will also feature appearances by the participating institutions' bands, cheerleaders and mascots and mini pep rallies for each participating team. On Saturday, attendees will have the opportunity to watch media day live, as student-athletes and coaches from both teams participate in interviews on the special 50-yard football field.

Tickets for Playoff Fan Central will go on sale November 18, at noon Central time. Tickets are \$12 for adults and \$7 for children, students, seniors and military members. For groups of 20 or more, tickets are priced at \$5 each. For more information and to purchase tickets, visit www.collegefootballplayoff.com/playoff-fan-central.

Back for 2016, Championship Tailgate will be held on game day, January 11, outside of University of Phoenix Stadium. The event is free for all ticket holders attending the national championship game and will allow fans to gather and enjoy interactive games, sponsor activities, concessions, broadcast sets and live musical performances with additional talent to be announced in the coming weeks.

Three additional community events to support the CFP's philanthropy initiative, Extra Yard for Teachers, will also take place. They are the Extra Yard for Teachers Summit, the Extra Yard 5K run/walk, and the Northwestern Mutual Taste of the Championship. All will also take place in downtown Phoenix. All three events honor teachers as part of the primary philanthropic initiative of the College Football Playoff Foundation.

AT&T Playoff Playlist Live!, a free, outdoor concert series, will take place Friday, January 8, through Sunday, January 10, in downtown Phoenix, near the convention center. The Band Perry will perform Friday night, along with opening act David Nail. Ciara and WALK THE MOON will take the stage on Saturday. On Sunday, fans will enjoy music from headliner John Mellencamp, as well as Andy Grammer and Moon Taxi. Nightly fireworks shows will also highlight the festivities.

GRAMMY Award-winning sibling trio The Band Perry have proven an unstoppable presence in music, matching their major critical acclaim with massive mainstream success. Within just years of making their platinum-selling self-titled debut and gold certified follow up *Pioneer*, frontwoman Kimberly Perry and her brothers Reid and Neil have already shown the history-defying power of their colossal appeal, with a string of #1 hits and playing sold out shows around the world. They are currently working on their third studio album.

GRAMMY-nominated MCA Nashville recording artist David Nail, considered to have one of the most distinct and powerful voices in country music today, released his third album, *I'm A Fire*, to massive acclaim. *I'm A Fire* landed on many 2014 BEST OF lists including *Rolling Stone Country*, NPR, iTunes and *Billboard*. The album's first single, "Whatever She's Got," was a No. 1 certified PLATINUM hit and was named one of the top 3 country songs of 2014 by *Billboard*.

Ciara is a GRAMMY Award-winning singer, songwriter, actress and producer. Known for her dance abilities and choreography throughout her career, Ciara has been dubbed the "Queen of Dance." She has sold over seven million albums and 16 million singles worldwide. She has 27 charted singles including "Goodies," "Ride," "Oh," "1 2 Step," and "Body Party." Her sixth studio album, *Jackie*, released May 4, 2015, produced the singles "I Bet" and "Dance Like We're Making Love."

Hailing from Ohio, chart topping alt pop rockers WALK THE MOON have dominated 2015 with their triple platinum smash, "Shut Up and Dance," which spent 22 weeks in the top 10 at alternative rock radio and 4 consecutive weeks at #1. The song also spent 6 weeks at #1 at both Hot AC and AC radio and peaked at #2 at Top 40 radio. WALK THE MOON spent most of 2015 on their headlining tour in support of their album *Talking Is Hard* (RCA Records) which was released in December 2014.

With a career spanning more than 35 years, John Mellencamp is one of the most highly regarded singer-songwriters of a generation. He is a member of the Rock and Roll Hall of Fame, a GRAMMY Award-winner, a recipient of the John Steinbeck Award, ASCAP Foundation's Champion Award, The Woody Guthrie Award and Americana Music Association's Lifetime Achievement Award. He is also one of the most successful live concert performers in the world and co-founded Farm Aid, which has raised over \$48 million over the past 30 years. His most recent album, *Plain Spoken*, was released in 2014.

Los Angeles-born, New York-raised singer-songwriter Andy Grammer has gone from hustling street performer on Santa Monica's Third Street Promenade to multi-platinum selling recording artist. His debut top 10 hit single, "Keep Your Head Up" and "Fine By Me," are certified platinum and gold respectively. Andy's critically acclaimed sophomore album *Magazines or Novels*, continues his disarming success with his triple-platinum #1 single "Honey, I'm Good." and "Good To Be Alive (Hallelujah)."

Formed in 2006, Nashville's, Moon Taxi set out to conquer the Southeast with their unforgettable live sets. Nine years later, they've amassed over one thousand shows and released three albums, *Cabaret* (2012), *Mountains Beaches Cities* (2013) and the recent critically-acclaimed *Daybreaker*. With a rabid fan base, they've upped the ante this year to become a festival favorite with recent performances at Bonnaroo, Governor's Ball, Wakarusa, Houston Free Press, Lollapalooza and Austin City Limits.

To learn more about the ancillary events in connection with the 2016 College Football Playoff National Championship, visit www.collegefootballplayoff.com and follow [@CFBPlayoff](https://twitter.com/CFBPlayoff) on Twitter. Fans are also encouraged to download the official College Football Playoff game day app. The free mobile app, "CFP Gameday," available on Apple and Android, includes detailed information on fan events, as well as schedules, interactive maps, scores, stats and more.

-30-

About the College Football Playoff



The College Football Playoff will match the No. 1 seed vs. No. 4, and No. 2 vs. No. 3 in semifinal games that will rotate annually among the Chick-fil-A Peach Bowl, Goodyear Cotton Bowl, Capital One Orange Bowl, Allstate Sugar Bowl, Rose Bowl Game presented by Northwestern Mutual and Fiesta Bowl. The 2015 semifinals will take place December 31, at the Cotton Bowl and Orange Bowl. The national championship game will be January 11, 2016, at University of Phoenix Stadium in Glendale, Arizona.

About the Arizona Organizing Committee

The Arizona Organizing Committee (AOC), a 501(c)(3) organization, is the host of the 2016 College Football Playoff National Championship. Comprised of local leaders in business, tourism and sports, the committee's mission is to raise the funds needed to host the game and accompanying events, and to provide the best possible championship experience for all attendees. The AOC is committed to driving statewide economic growth, while reinforcing Arizona's standing as the world-class destination for world-class events. For more information about the AOC, sponsorship and volunteer opportunities, please visit www.azchampgame.org or call (480) 505-4515. For news and event information, follow the AOC on [Facebook](https://www.facebook.com/azchampteam), [Twitter](https://twitter.com/azchampteam) and [Instagram](https://www.instagram.com/azchampteam).

Bill Hancock, Executive Director

2015 College Football Playoff – SportsBusiness Journal's Sports Event of the Year

collegefootballplayoff.com  @cfbplayoff  facebook.com/cfbplayoff