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GET THE FULL AMERICAN COLLEGE FOOTBALL EXPERIENCE IN SYDNEY

College Football Sydney Cup set to deliver the ultimate sporting atmosphere for fans

Colin Scotts former College Football Player available for comment

Fans of American Football will get the opportunity to soak up the US ultimate game-day experience on Sydney soil when the inaugural **College Football Sydney Cup** brings marching bands, mascots, cheerleaders, all-American food and spectacular football to Sydney's ANZ Stadium on 27 August 2016.

The inaugural College Football Sydney Cup is the first round in the official 2016 NCAA College Football Championships and will see the University of California, Berkeley (Cal Bears) and the University of Hawaii (Rainbow Warriors) meet for the first time outside of the United States.

Minister for Trade, Tourism and Major Events and Minister for Sport, Stuart Ayres said, "College Football is one of the fastest and most exciting games in the world, and I encourage all sports fans to get to Sydney for this Australian first event. With cheerleaders, marching bands and incredible athletes on show, it promises to be one of the highlights of the 2016 sporting calendar."

Destination NSW Chief Executive Officer, Sandra Chipchase said, "The College Football Sydney Cup is set to attract large interstate and international crowds to our beautiful city. Both teams are steeped in rich football history, and will bring all the excitement and fanfare synonymous with American sporting matches."

Colin Scotts, former professional NFL player and University of Hawaii College Football Alumni said, "It has been nearly 20 years since the last College Football game was played on Australian shores, fans will see a different style of football with playmaking high kicks and powerful tackles. It's the most intense, explosive, complex football game in the world."

With less than a month until supporters get to see some of the biggest and most athletic sports men in the world go head-to-head, Destination NSW is revealing three experiences available over the four-hour event:

ENTERTAINMENT EXPLOSION

The pre-game entertainment will begin with the College bands and cheerleaders taking to the field. Four time champions the University of Hawaii (Rainbow Warriors) will also proudly perform their "Tika Tonu" haka for the Sydney crowd before the game.

Game day experiences are as American as apple pie and include pop canons shooting t-shirts into the crowd, zany mascots, kick for cash, a hot dog eating competition and a "kiss cam" to create an energy packed atmosphere at the stadium.

During the game fans will chant between plays and roar when the teams have a big field gain or touchdown. High-tempo music will be played during every break in the action.

AMERICAN FOOD BONANZA

The battle between University of California (Cal Bears) and Hawaii won't just be on the field with each team bringing their own unique burger to ANZ Stadium exclusively for the College Football Cup Sydney. Choose allegiance with the Californian Cal Bear Burger – two beef patties, lettuce, tomato, bacon, caramelized onions, pickles & monterey jack cheese. Or try the Hawaii Rainbow Warrior Burger – grilled chicken, tomato, grilled pineapple ring,

mozzarella, bacon, lettuce and chilli.

Fans will get to combine American football with American food. Spend the day in a frenzy of buffalo wings, burgers, pretzels and giant foot-long hot dogs.

GAME ON

As the official 2016 NCAA College Football Championships opening round, visitors to Sydney for the College Football Sydney Cup can expect a competitive spectacle as the Cal Bears take on the Rainbow Warriors. NFL stars of the future, will clash helmets and pads as they charge one another in front of 70,000 cheering fans.

Colin Scotts available for comment

Colin Scotts was the first Australian to receive an American football scholarship in the US and played for the University of Hawaii. Colin is available for interviews and can generally talk about:

- College Football Sydney Cup game-day experience
- What fans can expect to see during the match
- College Football Rule Book

For information on Sydney and New South Wales, visit www.sydney.com or www.visitnsw.com.

To purchase tickets to the College Football Sydney Cup visit www.ticketek.com.au

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