

Monday, 7 December 2015

TICKETS SALES KICK OFF FOR SYDNEY COLLEGE FOOTBALL OPENING ROUND

Sports fans are being urged to snap up tickets which go on sale today for the opening round of the American 2016 National Collegiate Athletic Association (NCAA) Division One College Football Championships being held at 2pm on Saturday, 27 August 2016 at ANZ Stadium.

The game, known as the Sydney College Cup, will see the University of California Golden Bears play the University of Hawaii Rainbow Warriors exclusively in Sydney. The teams will be joined by cheerleaders, mascots and marching bands.

The New South Wales (NSW) Government Minister for Trade, Tourism and Major Events and Minister for Sport, Stuart Ayres, said, "This is a must-see event for all sports fans, and I encourage everyone to book their tickets quickly. The game will feature all the colour and excitement of College Football, as well as a competitive match between two top sides. It promises to provide a massive boost to the local visitor economy."

The event was secured for Sydney by Destination NSW, the NSW Government's tourism and major events agency, and is expected to generate \$10 million in overnight and visitor spend.

Destination NSW Chief Executive Officer, Sandra Chipchase said the Season Opener game is a great reason to book a trip to Sydney.

"Fans of large sports spectacles will love the Sydney College Cup and it is yet another great reason to enjoy a short break or longer visit to NSW."

WHAT: Sydney College Cup
WHERE: ANZ Stadium, Sydney Olympic park
WHEN: 2pm, Saturday 27 August, 2016
TICKETS: From \$69.00 at ticketek.com.au

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

#ENDS

Media Contact:

Laura Kelly, Destination NSW

Email: laura.kelly@dnsw.com.au

Tel: 02 9931 1164/ **Mob:** 0411 777 676