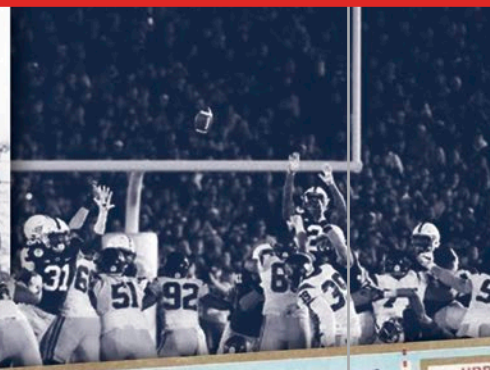
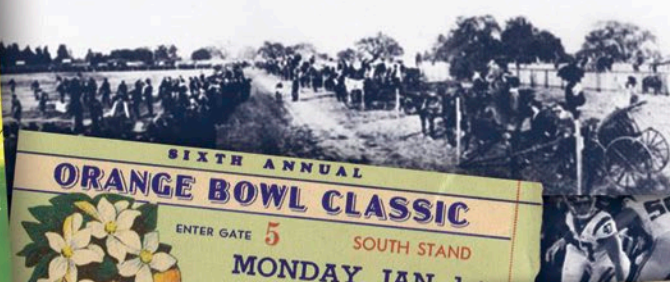


First Tournament East-West Football Game
Jan. 1, 1902 - Michigan vs Stanford



RISE OF AN AMERICAN PASSION

For more than a century, bowl games have fueled America's love for college football.

BY DAVID LEE

College football's first bowl game in 1902 was somewhat of a failed experiment.

The Tournament of Roses Association needed a centerpiece event for its annual New Year's festival and parade. It pitted undefeated powerhouse Michigan against 6-1 Stanford in the "Tournament East-West football game." The Wolverines won a 49-0 blowout.

The game didn't return for another 14 years, being replaced by chariot races and even ostrich races. Once college football was given another try in 1916, it started attracting larger crowds the following years, so much so that the game justified a new stadium by 1923. It was dubbed "Rose Bowl" stadium for its bowl-shaped construction,



College football is a prominent member of the American sporting scene.

modeled after the Yale Bowl stadium. The Rose Bowl was the only college football bowl game for nearly 20 years. Over the decades, the term "bowl" became synonymous with college football postseason games, and eventually influenced the naming of the Super Bowl, Pro Bowl, Senior Bowl and other key matchups.



The postseason game idea quickly gained popularity across the country, drawing regional interest and growing crowds showing up to see athletes they had only read or heard about. The 1925 Rose Bowl showcased Notre Dame's Four Horsemen. It was Notre Dame's first postseason game and its first game on the West Coast.

BOWLING SEA TO SEA

By the late-1930s, there were five bowls spread coast to coast—Rose, Orange, Sugar, Sun and Cotton—each with its unique personality and culture. Bowl expansion wasn't without its detractors. The NCAA, along with many school administrators, believed postseason games had no place in college football, serving no educational value.



1956 Rose Bowl Game

"There was a pretty widespread debate in higher education about whether or not it was appropriate for athletes to be preparing for a football game when final exams were going on," says Malcolm Moran, a former sportswriter for *The New York*



CELEBRATING THE FANS: College football has the most passionate and vocal fanbases in sports, creating hundreds of unique and captivating home field traditions. Here are just a few.



Times and *USA Today*, who is also writing a college football 150th anniversary book in partnership with the Football Bowl Association.

Conferences began reaching agreements to send their champion to specific bowls, further ingraining the intense regional clashes. The Rose Bowl pitted the Big Ten and Pac-10 winners, while the Sugar Bowl clashed the Big 8 and SEC champs. "Other areas discovered that you could really generate revenue in those communities," says Doug Kelly, Director of Communications for the Football Bowl Association. "So, over the years, the bowl games increased from four to eight to 12."



Each bowl has its own personality and its own story to tell."

RICK BAKER

"Each bowl has its own personality and its own story to tell," says Cotton Bowl President and CEO Rick Baker. "Each year, each bowl writes another chapter in that story with different teams, fans and coaches. That's what makes college football bowl games so special. It really is about memories, experiences and history."

POLLS TO PLAYOFF

In the early days, media polls gave fans an idea of how teams in different regions and conferences stacked up against each other. By the late-1960s, fans began clamoring for elite bowl matchups to determine a national champion. Conference affiliations with the bowls made that more difficult, especially with powerhouse Notre Dame not participating in a bowl game from the 1925 Rose Bowl until the 1970 Cotton Bowl.

Prior to the late-1960s, polls decided national champions before bowl games, which further frustrated many fans. Alabama finished No. 1 in 1964 before losing to defending national champion Texas in the Orange Bowl—the first primetime TV bowl game. The 1966 season ended in a controversial yet



WRIGHT WATERS

**FOOTBALL BOWL ASSOCIATION
EXECUTIVE DIRECTOR**

Welcome to the Inaugural Newsletter of the FBA

For each of the next eight months, we will endeavor to keep you on top of college football's past, as well as its present. The 2019 season is particularly special as it represents the 150th anniversary of college football. We will all relive some of the great bowl games and moments that make our sport such a major part of the American sports landscape.

And, each month, we'll try to answer whatever questions you might have about the bowl industry, how it works, and what goes on behind the scenes as all 41 of our games get ready for the postseason. Thanks for reading!

colossal clash between Notre Dame and Michigan State. The undefeated teams tied 10-10, both received first-place votes in the polls, and neither played in a bowl game. After that season, polls determined their ranking after bowl games, which made them even more significant for building anticipation toward the end of each season.

College football continued to become more nationalized, and bowls attracted national corporate sponsors. The desire to see the nation's top two teams face off rose fiercely with the massive 1987 Fiesta Bowl matching No. 1 Miami and No. 2 Penn State, both undefeated. Just a few years later, the Bowl Coalition, and then the Bowl Alliance, formed with the goal of bringing together the nation's top two teams, eventually leading to the formation of the Bowl Championship Series in 1998.

The BCS lasted 16 seasons, using a complex formula of major polls and computer rankings to determine the top two teams in the country, regardless of conference affiliation. The 2014 season was unprecedented for major Division I college football, ushering in the College Football Playoff era and the current four-team playoff. The major bowl games are still part of the semifinal round each year.



Even those high-stakes, semifinal matchups each year have figured out a way to still have traditional bowl experiences.”

MALCOLM MORAN

“Even those high-stakes, semifinal matchups each year have figured out a way to still have traditional bowl experiences,” Moran says of the current format. “That’s important, because otherwise, it’s just a game.”



The Chick-fil-A Peach Bowl played to a full house at Mercedes-Benz Stadium.

SO MUCH MORE THAN FOOTBALL

There will be 41 bowls for 2019-20, college football's 150th anniversary season. Whether it's Texas cotton, Florida oranges, Georgia peaches, or a New Orleans street party, college football bowl games have been ingrained into the fabric of American culture for more than a hundred years and might for a hundred more.

“No other sport captures the imagination of this country like football,” Kelly says. Today, college football ranks second in core fans behind only the NFL, and the sport's fan base grew by 1.4 million people in 2017. The combined TV viewership for all bowl games last year reached 205 million.

All the bowl games not only reward teams at the end of the season, but also positively impact the schools, campuses, students, faculty and alumni, helping build pride and culture. They provide a unique opportunity for players, coaches, bands, staff and fans to experience different parts of the country.

“There's something unique about every city,” Kelly says. “In many cases, you're getting young men and women who are experiencing a place for the first time, and may never come back again. I've never heard of a player or coach having a bowl experience that wasn't at least satisfactory. When you ask older players what games they remember most, almost to a man, they say the bowl games. As the number of games have expended, more teams get to experience that.”



2019-20 BOWL SCHEDULE



FRIDAY, DEC 20

MAC/C-USA

Nassau, Bahamas
2:00 pm | ESPN



FRIDAY, DEC 20

AAC/At-Large

Frisco, TX
7:30 pm | ESPN2



SATURDAY, DEC 21

MEAC/SWAC

Atlanta, GA
12 noon | ABC



SATURDAY, DEC 21

MW/C-USA

Albuquerque, NM
2 pm | ESPN



SATURDAY, DEC 21

AAC/Sun Belt

Orlando, FL
2:30 pm | CBSSN



SATURDAY, DEC 21

AAC/C-USA/MAC

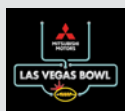
Boca Raton, FL
3:30 pm | ABC



SATURDAY, DEC 21

MAC/Sun Belt

Montgomery, AL
5:30 pm | ESPN



SATURDAY, DEC 21

MW/Pac-12

Las Vegas, NV
7:30 pm | ABC



SATURDAY, DEC 21

Sun Belt/C-USA

New Orleans, LA
9:00 pm | ESPN



MONDAY, DEC 23

AAC/C-USA

Tampa, FL
2:30 pm | ESPN



TUESDAY, DEC 24

BYU/MW or AAC

Honolulu, HI
8:00 pm | ESPN



THURSDAY, DEC 26

SEC/ACC

Shreveport, LA
4:00 pm | ESPN



THURSDAY, DEC 26

Big Ten/ACC

Detroit, MI
8:00 pm | ESPN



FRIDAY, DEC 27

ACC/AAC

Annapolis, MD
12 noon | ESPN



FRIDAY, DEC 27

Big Ten/ACC

Bronx, NY
3:20 pm | ESPN



FRIDAY, DEC 27

Big 12/SEC

Houston, TX
6:45 pm | ESPN



FRIDAY, DEC 27

Pac-12/Big Ten

San Diego, CA
8:00 pm | FS1



FRIDAY, DEC 27

Big 12/Pac-12

Phoenix, AZ
10:15 pm | ESPN



SATURDAY, DEC 28

ACC/Big 12

Orlando, FL
12 noon | ABC



SATURDAY, DEC 28

New Year's Six

Arlington, TX
12 noon | ESPN



SATURDAY, DEC 28

CFP Semifinal

Atlanta, GA
4 or 8 pm | ESPN



SATURDAY, DEC 28

CFP Semifinal

Glendale, AZ
4 or 8 pm | ESPN



MONDAY, DEC 30

Big 12/C-USA

Dallas, TX
12:30 pm | ESPN



MONDAY, DEC 30

Pac-12/Big Ten

Santa Clara, CA
4:00 pm | FOX



MONDAY, DEC 30

SEC/ACC or Big Ten

Nashville, TN
4:00 pm | ESPN



MONDAY, DEC 30

New Year's Six

Miami Gardens, FL
8:00 pm | ESPN



TUESDAY, DEC 31

ACC/SEC

Charlotte, NC
12 noon | ESPN



TUESDAY, DEC 31

Pac-12/ACC

El Paso, TX
2:00 pm | CBS



TUESDAY, DEC 31

Big 12/SEC

Memphis, TN
3:45 pm | ESPN



TUESDAY, DEC 31

MW/Sun Belt

Tucson, AZ
4:30 pm | CBSSN



TUESDAY, DEC 31

Big 12/Pac-12

San Antonio, TX
7:30 pm | ESPN



WEDNESDAY, JAN 1

SEC/Big Ten or ACC

Orlando, FL
1:00 pm | ABC



WEDNESDAY, JAN 1

Big Ten/SEC

Tampa, FL
1:00 pm | ESPN



WEDNESDAY, JAN 1

New Year's Six

Pasadena, CA
5:00 pm | ESPN



WEDNESDAY, JAN 1

New Year's Six

New Orleans, LA
8:45 pm | ESPN



THURSDAY, JAN 2

SEC/AAC

Birmingham, AL
3:00 pm | ESPN



THURSDAY, JAN 2

SEC/ACC/Big Ten

Jacksonville, FL
7:00 pm | ESPN



FRIDAY, JAN 3

MAC/MW

Boise, ID
3:30 pm | ESPN



SATURDAY, JAN 4

MW/Big 10

Fort Worth, TX
11:30 am | ESPN



MONDAY, JAN 6

Sun Belt/MAC

Mobile, AL
7:30 pm | ESPN



MONDAY, JAN 13

CFP National Championship

New Orleans, LA
8:00 pm | ESPN



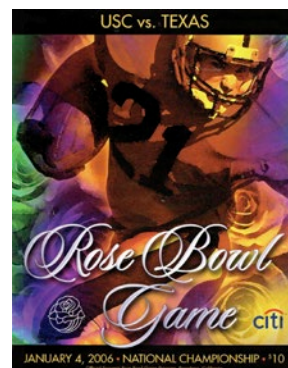
*All times ET



JAN. 4, 2006 ROSE BOWL



The 2005 national title came down to one fourth-down, make-or-break play. And, who better to be in control for the Longhorns than quarterback Vince Young, the Heisman Trophy runner-up to top-ranked USC's Reggie Bush that season? With 2:09 remaining and No. 2 Texas down by five, Young got the ball at midfield and calmly put together a championship drive that Bush could only watch from the sidelines. On fourth and five with 19 seconds left, Young scampered right for an eight-yard touchdown and a 39-38 UT lead before his two-point PAT run. After UT claimed its first national title since 1969, USC Coach Pete Carroll called Young's 467-yard offensive performance the best he had ever witnessed.



FANTASTIC FINISHES

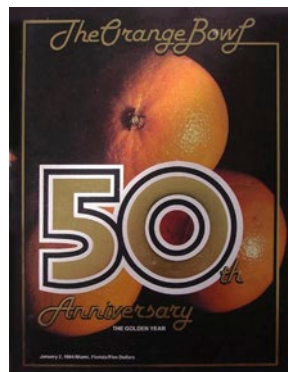
Highlighting great comebacks, last-play miracles, gut-wrenching decisions, goal-line stands and spectacular individual performances, here are some of the best bowl finishes in memory.

BY STEVE RICHARDSON

JAN. 2, 1984 ORANGE BOWL



Coach Tom Osborne of top-ranked Nebraska had the decision of a lifetime to make in the 50th Orange Bowl. The unbeaten Huskers, rallying from a 14-point, fourth-quarter deficit, on fourth-and-eight, narrowed the score to 31-30 on I-Back Jeff

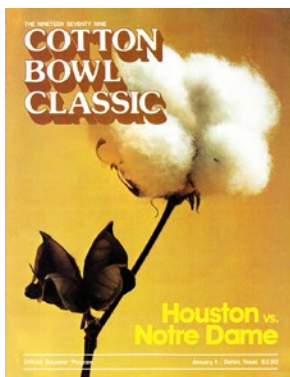


Smith's 24-yard option run with 48 seconds left. They could kick an extra-point for a tie, which would almost certainly mean they would stay as. No 1. Or, they could go for the win with a two-point conversion and eliminate any doubt. More than a decade before the advent of overtime games in college football, Osborne chose the latter. "We wanted a clear-cut national title," Osborne said. After quarterback Turner Gill's conversion pass to Smith was broken up by Miami's Kenny Calhoun, the once-beaten Hurricanes claimed their first national title.

JAN. 1, 1979 COTTON BOWL



Enduring a howling wind, temperatures of 20 degrees and a wind chill of -6, Notre Dame quarterback Joe Montana developed hypothermia in the first half. He had to be wrapped in blankets and served chicken soup at halftime. "It was crazy," Montana said. "The thing was an ice castle... In the fourth quarter, we had the wind or we never would have been able to make what happened, happen." Montana missed most of the third quarter when the Fighting Irish fell behind 34-12. But with "Comeback Joe" back in the game in the fourth quarter, Notre Dame scored 23 unanswered points—the last touchdown coming with two seconds remaining when Montana found wide receiver Kris Haines on an eight-yard scoring pass. With the score tied at 34, Notre Dame kicked the extra point for the victory.



HISTORICAL CLASSICS

The Bluebonnet Bowl

The Bluebonnet Bowl began in 1959 in Houston, the result of a civic group that was appointed by the Houston Chamber of Commerce Athletics Committee that year to organize the bowl game. Originally held in Rice Stadium from 1959 through 1967, it moved to the Astrodome in 1968. Proceeds from the bowl were distributed to various charitable organizations in Houston's home Harris County.

Named after the state flower of Texas, the Bluebonnet Bowl generally featured a team from Texas against an out-of-state opponent. In fact, 19 out of the 29 games involved a team from Texas. From 1980 to 1987, with the exception of 1981, a runner-up from the Southwest Conference played against an at-large opponent. The hometown Houston Cougars played in four games, all before joining the SWC. Runners-up from the Big 8 or SEC were also perennial participants.

The last Bluebonnet Bowl was played on December 31, 1987, a 32-27 Texas victory over Pittsburgh. Bowl games returned to Houston in 2000 with the Houston Bowl, and then the Texas Bowl since 2006.

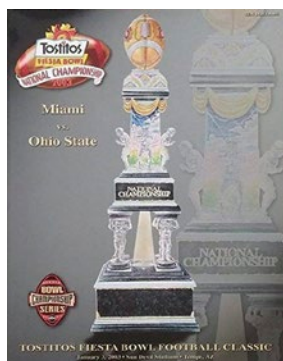


Texas defeated Pitt, 32-27, in the final Bluebonnet Bowl in 1987.

JAN. 3, 2003 FIESTA BOWL (20T)



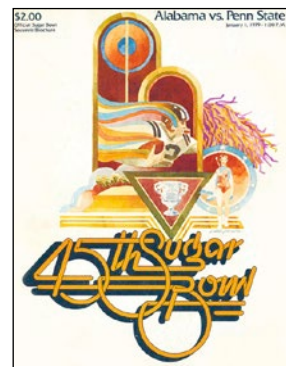
At the end of the first overtime, top-ranked Miami, leading 24-17, appeared to have won its 35th straight game and second straight national title. On a fourth-down play, Ohio State quarterback Craig Krenzel's pass fell incomplete. Fireworks went off prematurely while Miami players swarmed the field. But a late flag for pass interference was thrown on the Hurricanes. Given a second set of downs from the two-yard line, Krenzel scored from the one for a 24-24 tie. In the second overtime, the second-ranked Buckeyes went up, 31-24 on Maurice Clarett's five-yard run. Then, stopping Miami on three straight plays from the one-yard line, the Buckeyes claimed their first national title since 1968.



JAN. 1, 1979 SUGAR BOWL



Coach Joe Paterno's top-ranked Penn State team had the nation's top scoring defense, but No. 2-ranked Alabama defense made the goal-line stand for the ages in the closing minutes of the 45th annual Sugar Bowl. The Nittany Lions, down by seven, had the ball 10 inches from the Alabama end zone on fourth down when running back Mike Guman attempted to leap over a pile of players and was met helmet-to-helmet by Tide senior linebacker Barry Krauss. Although temporarily losing consciousness and feeling in one of his arms, Krauss still got the stop of the season for Alabama, which won Coach Bear Bryant's fifth national title.



COLLEGE FOOTBALL MEDIA DAYS



JULY 15-16
Newport, RI



JULY 15-18
Hoover, AL



JULY 15-16
Arlington, TX



JULY 17-18
Frisco, TX



JULY 17-18
Charlotte, NC



JULY 18-19
Chicago, IL



JULY 21-22
New Orleans, LA



JULY 22-23
Detroit, MI



JULY 23-24
Las Vegas, NV



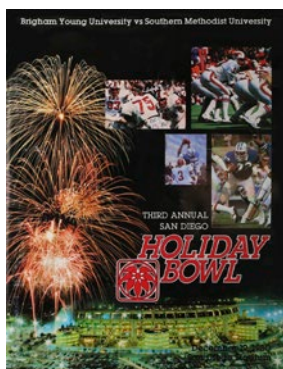
JULY 24
Hollywood, CA



DEC. 19, 1980 HOLIDAY BOWL



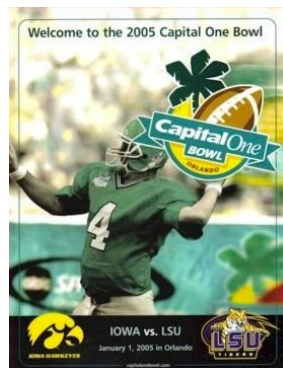
Brigham Young looked down and out. Ground up by SMU's Pony Express running game of Eric Dickerson and Craig James, the Cougars trailed 45-25 with 3:57 left. Behind quarterback Jim McMahon, the Cougars then scored 21 straight points with the help of an onside kick recovery and a blocked punt. The tying touchdown was a 41-yard "Hail Mary" pass from McMahon to tight end Clay Brown, who jumped higher than four SMU defenders to catch the ball in the end zone as time ran out. The Cougars kicked the extra point for the first bowl victory in the school's history.



JAN. 1, 2005 CAPITAL ONE BOWL



Talk about a dramatic swing of events in Orlando. Iowa led by 12 points early in the fourth quarter before LSU rallied with two passing touchdowns from JaMarcus Russell to Skyler Green. The Tigers took a 25-24 lead on one of those with 46 seconds remaining, although the ensuing PAT pass failed. Iowa then stunned LSU with a 56-yard touchdown pass play



from quarterback Drew Tate to Warren Holloway as time expired for the five-point victory. How unlikely was that final play? It was the first and last touchdown catch of Holloway's career.

DEC. 24, 2014 BAHAMAS BOWL



Western Kentucky appeared to be sailing to an easy victory in the first Bahamas Bowl. Up 35 points entering the fourth quarter, the Hilltoppers then watched Central Michigan score 34 straight points. The last of a bowl-record seven touchdown passes by Central Michigan quarterback Cooper Rush came on an incredible 75-yard play (a 45-yard pass followed by two laterals and a hook-and-ladder exchange called "Buck Right, 72 Hurricane." Trailing by one with no time left, Central Michigan failed to convert a two-point PAT attempt that would have given the Chippewas the largest comeback in bowl history.



Do you have a question for Wright Waters or is there something you want to share?

Drop us a line at dkelly3918@gmail.com and include your name and affiliation.

Help us spread the word!

If someone you know would be interested in receiving this newsletter, please send us a name, affiliation and e-mail address and we will add them.



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