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TEXAS BOWL TO HONOR GRIDIRON LEGENDS TEXAS HIGH SCHOOL PLAYER OF THE YEAR, PRESENTED BY WRANGLER & CAVENDER'S

HOUSTON – The Texas Bowl will honor the Gridiron Legends Texas High School Player of the Year presented by Wrangler and Cavender's Boot City, the Texas Bowl Committee announced today. The bowl will partner with *Dave Campbell's Texas Football* magazine to determine the winner.

The award, formerly known as the Mr. Texas Football award, was given out by *Dave Campbell's Texas Football*. This will mark the fourth consecutive year in which the award has been presented.

"We are very proud of our Texas Bowl Gridiron Legends roster and program, and are thrilled to partner with three iconic brands - Wrangler, Cavender's Boot City and *Dave Campbell's Texas Football* - that are so important to Houstonians and Texans everywhere," said Texas Bowl executive director Heather Houston.

Under the new Texas Bowl partnership, fans, coaches and players can vote for the state's player of the week by going to Cavenders.com, WranglerWestern.com, TexasFootball.com and TheTexasBowl.com. Each weekly winner will be announced online on each of the voting sites, will be invited to attend the 2010 Texas Bowl and will be nominated for the Player of the Year award.

"The Texas Bowl Gridiron Legends Texas High School Player of the Year award recognizes the great talent and dedication that Texas student athletes invest in football," Wrangler senior account executive Mark Telscher said. "We are thrilled to be partnered with Cavender's Boot City, The Texas Bowl and *Dave Campbell's Texas Football* to present this award. The cowboy changed America through hard work, perseverance, integrity and an indomitable spirit; so too will Texas high school athletes apply those values to change the future."

The Player of the Year will be selected at the conclusion of the season, based on in-store votes at Cavender's locations throughout Texas. The votes will be tabulated by *Dave Campbell's Texas Football*. The Player of the Year will be introduced on the field at the 2010 Texas Bowl on Wednesday, Dec. 29, and will receive an invitation to the Gridiron Legends Dinner, where he'll have the opportunity to meet and mingle with some of the greatest legends in Texas football history.

"We're excited and honored to team with the Texas Bowl, Cavender's Boot City and Wrangler on this award," said Dave Campbell of *Dave Campbell's Texas Football*. "Having fans help determine the winner is a fabulous idea that will make the annual award even more prestigious."

Each person who casts a vote has an opportunity to win as well. One lucky voter will be selected in a drawing at the conclusion of the high school football season. The winner will be announced at the Gridiron Legends Dinner and will receive a "Live Like a Legend" prize pack featuring a trip for four to the 2010 Texas Bowl, including hotel and airfare, luxury suite tickets, pregame sideline passes and Texas Bowl gift bags, as well as Wrangler/Cavender's Boot City gift certificates and a *Dave Campbell's Texas Football* cover with his or her photo on it.

The 2010 Texas Bowl will feature teams from the Big 12 and Big Ten conferences and will kick off at 5 p.m. CT Wednesday, Dec. 29 and will be televised nationally on ESPN. The Texas Bowl holds the fifth choice among non-BCS bowls in each conference.

For more information, please contact Texas Bowl media relations director Zac Emmons at 832-667-2220.

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