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### **Rotary Bowl**

The 2009 Rotary Bowl will take place Saturday, December 19 with a 1:30 p.m. kick-off at the Alpharetta Convention and Visitors Bureau (ACVB) Field at Alpharetta High School. This is a high school senior All-Star football game between schools from North Fulton and Forsyth Counties. Jared Zito of North Forsyth High School will be the head coach for the North team and Ryan Livezey of Holy Innocents Episcopal School will be the head coach for the South team. Coaches from each school will represent their programs as assistants on the staff, while more than 80 players, from the 20 North Fulton and Forsyth County high schools will play in this showcase event.

In addition to the December 19 game, several other events will be taking place in conjunction with the Rotary Bowl. Every NCAA Division II and III, as well as NAIA and Junior College program in the country has been extended a special invitation to attend these events, making it an outstanding scouting opportunity. On Friday, December 11, a Coaches Clinic presented by XL212° will start at 7 p.m. at the Hilton Garden Inn Atlanta North Alpharetta. The hotel is offering a special rate for coaches and others wanting to stay in Alpharetta during the event. Rooms can be booked by calling 770-360-7766. Selected college coaches will present seminars on various topics; area high school staffs and feeder program coaches are welcome to attend. Rotary bowl coaches and players will attend a Kick-off Breakfast sponsored by Chick-fil-a at 8a.m. on Saturday, December 12, at Blessed Trinity High School. At 10 a.m., a player Combine and Recruiting Fair will take place, also at Blessed Trinity. Area underclassmen are encouraged to participate. A Rotary Bowl Dinner will be held at 6:30 p.m. on Friday, December 18, at Alpharetta First United Methodist Church. Mike McCoy, former NFL great and Notre Dame All-American will be a special guest speaker. The public is invited to attend both the breakfast and banquet. Limited tickets are available by calling 678-459-2539.

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Eric Douglas, President of XL 212°, the company coordinating the event says, “We believe this will become an annual event that provides seniors an incredible opportunity while also giving college coaches an option to explore a talent laden field of athletes during one convenient and affordable recruiting trip.”

Adds Janet Rodgers, President and CEO of the Alpharetta CVB, “Any time we can work with a sports organizer to bring an event of this stature to Alpharetta that benefits our citizens while also generating room nights for Alpharetta hotels, we are creating a positive economic impact for our community. Our services are 100% complimentary and we work hard to find opportunities that are a natural fit for the product we provide while generating business for Alpharetta hotels. This is a win-win for everyone.”

Fans wanting to see this great the game are encouraged to purchase tickets from local high school booster clubs and Rotary clubs for a of cost \$10 or at the gate on the day of the game. Proceeds from this game will benefit local Rotary clubs and the charities they support as well as area high school booster clubs.

#### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit [www.awesomealpharetta.com](http://www.awesomealpharetta.com) for more information.

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