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Frisco Initiates Online Ticket Pledge Drive for NCAA Football Title Games

City trying to attract the NCAA Division I Championship games following 2010, 2011 and 2012 seasons

FRISCO, Texas – Officials in Frisco have announced an online ticket pledge initiative for the city’s efforts to attract the NCAA Division I Football Championship games following the 2010, 2011 and 2012 seasons. In November, Frisco was chosen by the NCAA as one of two finalist cities for the upcoming national championship contests, and after final presentations on Feb. 25, a decision on the game’s destination should occur in early March.

Linking to the website www.collegefootballfrisco.com will give online visitors the opportunity to learn more about Frisco’s effort to serve as host, and also allow them to pledge their ticket interest should the event be played at the 23,000-seat multi-purpose Pizza Hut Park.

“We’re calling on our residents, businesses, and visitors, alike, to rally and pledge their support to bring NCAA Division I football to Frisco,” Mayor Maher Maso said. “We know folks in North Texas love sports! Our goal is to show the NCAA committee that we can help them grow their event, which is a win for the NCAA, for Frisco and the entire region.”

Frisco’s local organizing committee, also known as “Team Frisco,” consists of the City of Frisco, its Economic Development Corporation and Convention and Visitors Bureau, and the Frisco Chamber of Commerce, Hunt Sports Group, LLC/Pizza Hut Park, and Southland Conference.

“We believe a ticket pledge initiative is an important piece of our larger strategic plan to show the NCAA the collective benefits of bringing the title game to Frisco,” Tom Burnett, commissioner of the Frisco-based Southland Conference, said. “With approximately five weeks left before the final presentation, it’s a creative opportunity to show this area’s interest in supporting the national championship.”

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