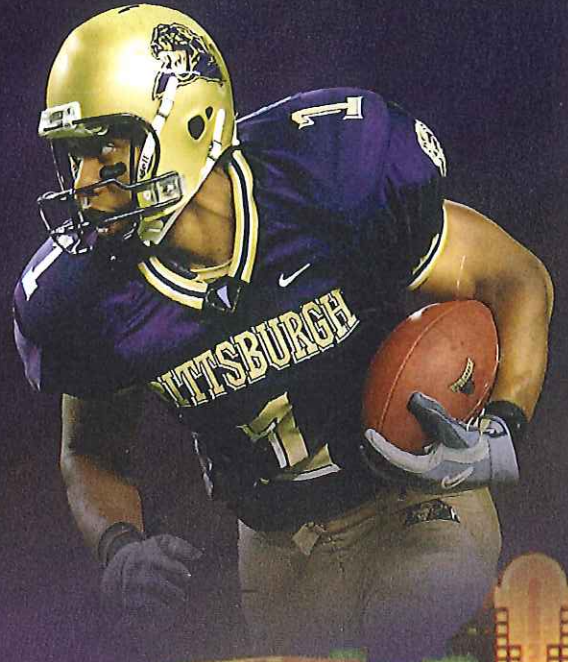


O F F I C I A L S O U V E N I R P R O G R A M

DECEMBER 27, 2003 ★ CHARLOTTE, NC

UNIVERSITY OF VIRGINIA vs. UNIVERSITY OF PITTSBURGH



vs.



RAYCOM
Sports

\$5



Continental
TIRE BOWL

2003 CONTINENTAL TIRE BOWL

WELCOME

FROM RAYCOM SPORTS

On behalf of Raycom Sports, Continental Tire North America, and the city of Charlotte, we welcome you to the second-annual Continental Tire Bowl.

We are extremely excited to once again showcase the Queen City as a great destination city to college football fans from around the country. The uptown area is vibrant and welcoming, while the distinctive surrounding neighborhoods, such as Southpark and Dillworth, also offer many places to explore on your visit.

The foundation of this bowl game was built on three key ingredients. First, we have a committed local sponsor with strong local and national ties. Second, Charlotte is within driving proximity to a number of schools in the ACC and Big East. And in Ericsson Stadium, we have a state-of-the-art facility in which to stage the game.

We are extremely excited to have two strong teams, Virginia and Pittsburgh, to kick off our second year. We feel this will continue to establish a great Continental Tire Bowl tradition for future years and will be an excellent opportunity for fans to experience a very competitive college bowl game.

A successful event is the culmination of a lot of hard work from a lot of people. It all starts with the support of our Title Sponsor, Continental Tire North America. With over 2,000 local employees, they have really worked to help make this game into a community event.

Putting on this game is a year-round effort. The hard work of the Raycom Sports staff, under the leadership of Will Webb and George Johnson along with the support and assistance of the City of Charlotte, Charlotte Regional Sports Commission, Center City Partners, Charlotte Touchdown Club, Charlotte Host Committee and the Charlotte Convention & Visitors Bureau has made this event as flawless as possible for everyone involved.

Raycom Sports produces many events during the year. However, the Continental Tire Bowl, takes place in our hometown. We are very proud and honored to have the chance to bring this game to the fans in Charlotte and the Carolinas.

Again, thank you for your participation in the Continental Tire Bowl. We are committed to doing whatever it takes to make your experience as enjoyable as possible. Please do not hesitate to let any of us at Raycom Sports know what we can do to assist you in making this a memorable time. Your suggestions for making this event even better in future years are very much appreciated.



Ken Haines
Executive Director, Continental Tire Bowl
President & CEO, Raycom Sports



RAYCOM
Sports

O F F I C I A L S O U V E N I R P R O G R A M





Continental
TIRE BOWL

2003 CONTINENTAL TIRE BOWL

BOWL STAFF

EXECUTIVE DIRECTOR

Ken Haines
(704) 378-4426

DIRECTOR

Will Webb
(704) 378-4440

OVERALL BOWL COORDINATOR

George Johnson
(704) 378-4409

TICKETS & EVENT PLANNING

Lori Brantley
(704) 378-4458

DIRECTOR OF SALES

Peter Duggan
(704) 378-4412

SPONSORSHIP MARKETING

Lisa Shaw
(704) 378-4433

COMMUNITY AND EVENTS MARKETING

Shannon Fritts
(704) 378-4438

CONTINENTAL TITLE SALES

Jim Brannon
(704) 378-4436

PRESS AND MEDIA

Frank Kay
(704) 378-4428

ART DIRECTOR

Tenessa Moore
(704) 378-4430

VOLUNTEERS

Campbell Guthrie
(704) 378-4474

OPERATIONS/ MARKETING ASSISTANT

Chip Bourgeault
(704) 378-4431

GENERAL INFORMATION

Linda MacKenzie
(704) 378-4424

TRAVEL AND TRANSPORTATION

Glenda Westmoreland
(704) 378-4439

RADIO AND TELEVISION PROMOTIONS

Colin Smith
(704) 378-4487

TELEVISION PRODUCTION COORDINATOR

Peter Rolfe
(704) 378-4480

TELEVISION COMMERCIAL COORDINATOR

Elise Williams
(704) 378-4460

PROMOTIONAL VIDEO AND AUDIO

Jim Love
(704) 378-4481

RESEARCH

Ashley Thompson
(704) 378-4455

BUSINESS AFFAIRS

Laura Hager
(704) 378-4500

BOWL ACCOUNTANT

Stephanie Miller
(704) 378-4472

ACCOUNTS PAYABLE

Felicia Hicks
(704) 378-4445

OPERATIONS/ MARKETING ASSISTANT

Meghann Clifford
(704) 378-4415