

On September 2, 1989, This Town Will Come Alive When USC Meets Illinois In A Football Game That Will Make History.



And America will be watching! The Glasnost Bowl is a football game and a whole lot more. It's the first American football game ever played in the Soviet Union.

It's the opening game of the season for both Southern Cal and Illinois, and both teams have high hopes for the 1989 season. USC has won the Pac-10 title the last two seasons, and will be the favorite to make it three in a row. Illinois is considered a rising star in the Big Ten, and made a bowl appearance in its first season under coach John Mackovic last year.

The game will be played in 50,000-seat Dynamo Stadium in Moscow. It's a global television event carried live on ABC in the United States and on Channel One in the Soviet Union.

Raycom Sports and Entertainment is the organizer and operator of the Glasnost Bowl, and is making creative marketing strategies available to corporations interested in this international television event.

For information on marketing opportunities, contact Ray Warren at (212) 302-4072.



USC and Illinois Together in MOSCOW

Official Raycom Tour Program

A few USC and Illinois fans will be part of this Historic Event.

The tour program is designed for visitors to maximize sightseeing opportunities, share in the new music and cultural activities, interface with Soviet citizens, and be a part of the game activities.

Departure Dates May Vary – August 29-30

Return Dates – September 4-5

The package will offer a full service program to include:

- Roundtrip air transportation via either Pan Am Charter, Aeroflot, or regularly scheduled flights on other European Carriers or charters.

- First class hotel accommodations (5 nights, 6 days) with private bathrooms. Note: While all hotels are classified as "first-class," they are not considered first class by Western standards. The rooms are usually smaller and hotel services are limited. Raycom will have a fully-staffed Information Center at each hotel to assist guests. Operating hours will be from 8:00 a.m. to Midnight.

- Three meals a day

- All ground transportation and transfers.

- Only members of the "Glasnost Bowl family" will be able to attend the "pep rally" and pre-game tailgate party.

- Tickets to the Glasnost Bowl, all museums and cultural events.

PLEASE NOTE: Raycom has exclusive rights to market game tickets outside the Soviet Union. This package, as part of the Glasnost Bowl family, is the only officially recognized source of tickets in the United States.

A Historic Event

The Glasnost Bowl is the first American football game to be played in the Soviet Union. On September 2, 1989, the University of Southern California and the University of Illinois will kick off their regular seasons, and make college football history, before a crowd of 50,000 fans at Dynamo Stadium in Moscow. Also watching will be a global television audience, including United States fans tuned in to ABC Sports.

"Glasnost" – Openness "Perestroika" – Restructuring

These new additions to our English vocabulary are the heart of the new relationship between the United States and the Soviet Union. The utilization of sports and cultural exchanges has been paramount in the ever-improving political climate between our countries. The educational and international experience of visiting the U.S.S.R. will be heightened by the Glasnost Bowl and its ability to bring our countries closer together.

Travel Service Company

Hoffman Travel Management Company, in association with Raycom, Inc., will be responsible for reservations, ticketing and processing of all air transportation. They also have the capability of setting up trips beyond the official tour program.

In addition, the package will also include this Moscow sightseeing program:

- Red Square, The Kremlin, and Armory.
- Ostankino Palace.
- Kolomenskoye Estate.
- Gorky and Izmailovo Parks.
- Moscow University and the Lenin Hills.

Moscow

This is a city that will amaze you with its beauty and grandeur. The Kremlin and its immense Red Square, the onion-domed churches and the spectacular St. Basil's Cathedral, the museums and palaces, the circus and even the huge GUM Department Store all will leave lasting memories. Moscow, The Capitol of the Soviet Union, is also the political, economic and educational center of the U.S.S.R. Situated on the Moskva River between the Oka and Volga River basins, this historic city will fill you with the culture and beauty of a great nation.

Terms And Conditions

Program Cost (Per Person Double Occupancy)

From Chicago \$2,795

From Los Angeles \$2,995

From New York \$2,595

Booking Form

RESPONSIBILITY: A) Each exchange coupon, order and ticket is to be regarded as contracted by or on behalf of the particular company or person named in it. All exchange orders, coupons and tickets are issued subject to the terms and conditions under which such means of transportation, accommodation and other services are offered and provided. The issuance and acceptance of such tickets shall be deemed to be consent to further conditions. B) Raycom, the tour organizer, acts only as agent for the various companies, owners or contractors providing the means of transportation, accommodation and other services pertaining to the tour. The tour organizer, other sponsoring organizations and/or the tour operator shall not be in any way liable for injury, damage, loss, accident, delay or irregularity anywhere during the entire tour or in any vehicle, or through the act of default of any company or person engaged in conveying the passengers, or of any hotel proprietor, personnel or servant of any other person otherwise in connection herewith. C) The airlines and bus companies are not to be held responsible for any act, omission or event during the time passengers are not on board the plane or conveyance. The passage contract in use by the airlines concerned, when issued, shall constitute the sole contract between the airlines, bus companies, and the purchaser of these tours and/or the passengers.

A reservation payment for the tour in this brochure shall constitute consent to all provisions in the General Conditions as published above.

This tour is neither sponsored nor endorsed by the University of Illinois or the University of Southern California or their alumni associations.



Deposit and Payment

1. \$1,500 deposit per person at time of booking.
2. Full payment due 45 days prior to departure.

Cancellation Charges

60 days prior – full refund

30-60 days – 40 percent of total tour price

15-30 days – 60 percent of total tour price

14 days or no show – non-refundable

All cancellations are subject to \$50.00 per person administrative charge. Cancellation insurance is recommended.



RAYCOM
SPORTS &
ENTERTAINMENT

☐ Sign Me Up!

Please accept the enclosed payment of _____ at \$1,500 per person as my deposit for the Tour Package. (You May Pay By Check or Credit Card)

Name _____

Address _____

City _____ State _____ Zip _____

Telephone (Home) _____ Work _____

☐ VISA ☐ Mastercard ☐ American Express

Credit Card No. _____ Exp. Date _____

Signature _____

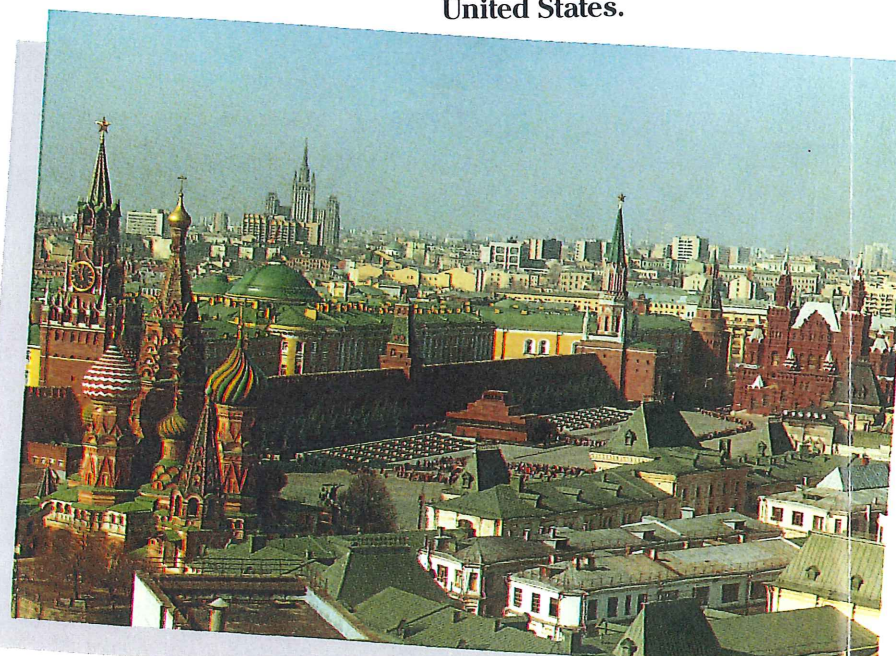
Make Checks Payable to: Glasnost Bowl
Please mail coupon with deposit to:

GLASNOST BOWL TOUR PACKAGE
P.O. Box 33367
Charlotte, N.C. 28233

For more information call: 1-800-633-7997 or 704/331-9494

For reservations, call 1-800-421-4128

Limited Offer! Order Now!



At The GLASNOST BOWL



The University of Southern California

USC begins its second century of collegiate competition in 1989 with a reputation as one of the game's most successful programs. The Trojans have earned Rose Bowl invitations in each of Larry Smith's first two years as head coach, and the 1989 edition hopes to add to that string. USC has played in the Rose an unprecedented 26 times, produced four Heisman Trophy winners and more than 100 first-team All-Americans.

"All of us at USC are excited about being invited to play in the Glasnost Bowl," says Smith. "It will be a great educational and cultural experience for our players and for the Soviet people. USC has been involved in many prestigious sporting events and this will be another historic, groundbreaking event. I think we'll put on a great football game for America, the Soviet Union and the entire world to enjoy."

The University of Illinois

The rich tradition of Illinois football has enjoyed a resurgence during the brief reign of head coach John Mackovic, who took his first team in 1988 to the All-American Bowl. Illinois made history in 1983 by becoming the first team to defeat every other member of the Big Ten in the same season. Legends like Red Grange and Dick Butkus are among the more than 60 All-Americans to have played in Champaign. Illinois has been a pioneer in college football, the birthplace of Homecoming, and breaks new ground again with its appearance in the Glasnost Bowl.

"Illinois has established an enriched tradition in academics and athletics," said Mackovic, who also serves as Illinois' athletic director. "We are proud to participate in a special first event for college football and the history of intercollegiate sport in this country. As a participant in the Glasnost Bowl, it is our hope that Illinois can be an example of what the finest in college athletics is all about."

