



December 14, 2020

## 2021 TicketSmarter Birmingham Bowl Tickets On Sale Now

BIRMINGHAM, Ala. — Tickets to the 2021 TicketSmarter Birmingham Bowl will go on sale Monday, December 14, 2020, at 9 a.m. CT.

The 15<sup>th</sup> annual TicketSmarter Birmingham Bowl will be played on Friday, January 1, 2021, at historic Legion Field. Due to COVID-19 protocols in place, a limited number of tickets will be made available to this year's game on a first come basis.

“We are happy to welcome fans to attend this year's TicketSmarter Birmingham Bowl,” said Mark Meadows, executive director of the TicketSmarter Birmingham Bowl. “We look forward to presenting another competitive game at Legion Field and have taken precautions for fans to attend safely in a socially distanced environment.”

Tickets may be purchased online at [ticketsmarterbirminghambowl.com](https://ticketsmarterbirminghambowl.com). All seating is reserved and will be sold in pods with proper protocol spacing around each pod. Tickets are \$50 each and will be delivered digitally. Masks are required for everyone attending the game and must be worn at all times when not eating or drinking.

In last year's TicketSmarter Birmingham Bowl, then-No. 21 Cincinnati defeated Boston College 38-6 following a rain delay. Cincinnati set TicketSmarter Birmingham Bowl records with most yards rushing (343), most rushing touchdowns (4), most rushing attempts (60), most first downs (33), and tied for the fewest points allowed with SMU versus Pittsburgh in 2012.

In commemoration of the 15<sup>th</sup> anniversary of the TicketSmarter Birmingham Bowl, a new logo will be used for this Bowl season. Visit [ticketsmarterbirminghambowl.com/aboutus](https://ticketsmarterbirminghambowl.com/aboutus) to download the new logo for media usage.

For more TicketSmarter Birmingham Bowl information please visit [TicketSmarterBirminghamBowl.com](https://TicketSmarterBirminghamBowl.com). For up-to-the-minute information, please follow our social handles on [Facebook](#), [Twitter](#) and [Instagram](#).

### **About TicketSmarter**

TicketSmarter helps customers from all walks of life experience the power and excitement of live events by giving back through children's charities and creating helpful partnerships. \$1 from every transaction will help our charitable partners, including St. Jude Children's Research Hospital, V Foundation and Quarterbacking Children's Health Foundation.

TicketSmarter is the title sponsor of the TicketSmarter Birmingham Bowl with ESPN Events. Additionally, TicketSmarter is the official ticket resale partner of PBR, NJCAA, over 20 collegiate conferences including Pac-12 Conference, and 70 plus universities nationwide.

Stay updated with TicketSmarter at <https://TicketSmarter.com>, and follow @TicketSmarter on [Facebook](#), [Twitter](#), and [Instagram](#).

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ESPN Events  
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**TicketSmarter Birmingham Bowl**  
Historic Legion Field  
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**ESPN Events**

ESPN Events, a division of ESPN, owns and operates a portfolio of 35 collegiate sporting events nationwide. The roster includes four early-season college football games, 17 college bowl games, 11 college basketball events, a college softball event and two college award shows, which accounts for approximately 400 hours of live programming, reaches nearly 64 million viewers and attracts over 800,000 attendees each year. With satellite offices in more than 10 markets across the country, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

For more information, visit the official [website](#), [Facebook](#), [Twitter](#) or [YouTube](#) pages.

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