

FOR IMMEDIATE RELEASE
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Sports Commission Continues to Embrace Big 12 Championships

(Kansas City, Missouri) - - (December 4, 2003) The 2003 Dr Pepper Big 12 Football Championship Game marks the third time that the Big 12 Conference has agreed to host at Arrowhead Stadium, including the 2004 Dr Pepper Big 12 Football Championship Game. This will be the first time that a city will have the opportunity to stage the game in the same city in back-to-back years.

"We are extremely fortunate to have the commitment of the Hunt Family and Chiefs organization so integrally engaged in the bid process on behalf of our community," said Bill Lucas, Chair of the Kansas City Sports Commission and Foundation. "Other key ingredients include Arrowhead Stadium's seating capacity, which is the largest venue that has competed for this event, and the highly successful ticket campaign."

The Sports Commission and the Convention & Visitor's Bureau of Greater Kansas City are co-sponsoring the Westport Merchants Association Fan Fest which begins Friday evening at 5:00 pm. Festivities include: Oklahoma and Kansas State official pep rallies, live radio remotes, school pep bands and former standout players from both universities. In addition, Collegiate Marketing Services will sell official merchandise apparel.

It has been estimated that the economic impact of this event on the Kansas City economy will be approximately \$25 million according to a survey conducted by the Sports Commission in 2000. That game drew over 79,000 fans to Arrowhead Stadium. Along with the 2003 NCAA Wrestling Championship conducted in March, nearly \$40 million in economic impact has been generated for the local economy from these two events this year.

In addition, the Sports Commission is making preparations to receive the RFP for future Big 12 Men's and Women's Basketball Tournaments. Sports Commission Executive Committee members, Bill Halland Chuck Battey will chair Kansas City's bid for this important initiative. It will be a cooperative effort by many civic leaders, including the Convention and Visitor's Bureau of Greater Kansas City.

"Regarding the future of Big 12 Basketball tournaments, our primary goal will be to put forth the best bid possible on behalf of our community," Bill Lucas said. "We will continue to support the finest conference in America with an aggressive proposal. □"

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