

Warden Elected San Diego Bowl Game Association President

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"The bowl games have a tremendous monetary impact on the entire San Diego region, and I am privileged to lead the organization in such hard economic times," said Warden. "We have great momentum going into this year, and I look forward to the creativity and hard work that will bring continued growth and success of these two important community events."

The mission of the two bowl games is to generate tourism, exposure, economic benefit and civic pride for San Diego and its citizens by producing the nation's most exciting bowl games and festivals of events.

The 2008 Pacific Life Holiday Bowl featured a 42-31 Oregon Ducks' victory over the Oklahoma State Cowboys in front of 59,106 fans at Qualcomm Stadium. The San Diego County Credit Union Poinsettia Bowl saw the TCU Horned Frogs top the Boise State Broncos 17-16 in front of 34,628 fans. Both games were televised on ESPN.

Warden may be best known for her service as San Diego City Council Representative for the Fifth District from 1993-2000. While in office she served as Deputy Mayor, chaired all three standing committees and represented the city at the San Diego Association of Regional Governments. Among her many accomplishments include organizing a regional coalition and raising \$110 million for the construction of State Route 56.

She moved to San Diego in 1968 after graduating from Dickinson College in her native Pennsylvania and having taught mathematics in top-ranked public schools. She co-founded The Bernardo News in 1971 and managed the publication's business and advertising sales efforts until 1995.

Following her eight years on City Council, Warden served as vice-president and general manager of the broadband company, WINfirst. Two years later she became president of the Downtown San Diego Partnership, which is a non-profit business association committed to advancing downtown as the leading economic, cultural and governmental center of the San Diego region. She retired earlier this year.

Warden resides in Rancho Bernardo with her husband, Richard. Together they have two sons, Doug and Greg, and four grandsons, Josh, Jett, Grant and Ryan.

Other 2009 elected officers for the San Diego Bowl Game Association include: Eric Graves, president-elect; Vince Mudd,

secretary; and Chuck Wasker, treasurer.