

## San Diego County Credit Union Extends Title Sponsorship

September 17, 2009

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San Diego County Credit Union has extended its title sponsorship of the San Diego County Credit Union Poinsettia Bowl, 2009 Bowl President Barbara Warden announced today. The extension is for sponsorship through the 2010 contest, with options for 2011 and 2012. Financial terms were not disclosed. San Diego County Credit Union served as title sponsor since the game's inception in 2005.

"The entire San Diego community owes San Diego County Credit Union a great deal of thanks for their name-in-title partnership," said Warden. "Their investment makes it possible for the game to annually attract thousands of fans to the region and produce millions of dollars for the San Diego economy."

We are excited to extend our title sponsorship of the Poinsettia Bowl," said Irene Oberbauer, President & CEO of San Diego County Credit Union. "We are committed to the success of this great event and proud to continue the partnership with this game's beneficiary, the Make-A-Wish Foundation of San Diego."

In what was widely recognized as one of the premier bowl match ups last season, the 2008 San Diego County Credit Union Poinsettia Bowl saw the 11th-ranked TCU Horned Frogs upset the 9th-ranked and previously undefeated Boise State Broncos 17-16 in front of 34,628 fans at San Diego's Qualcomm Stadium. The game garnered a 3.74 television rating on ESPN, the highest ever for a pre-Christmas bowl game on the all-sports network.

The San Diego County Credit Union Poinsettia Bowl was established in 2005 and is produced by the non-profit San Diego Bowl Game Association. The mission of the Association 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 San Diego Bowl Game Association also produces the annual Pacific Life Holiday Bowl. In 2008 the two games combined to produce \$52.3 million for the regional economy.

The 2009 San Diego County Credit Union will be played at 5 p.m. on Wednesday, December 23rd at Qualcomm Stadium. The game will pit the second selection from the Mountain West Conference against a Pacific-10 or Western Athletic Conference opponent.

For ticket and event information, call the San Diego County Credit

Union Poinsettia Bowl ticket office at (619) 285-5039 or visit [www.PoinsettiaBowl.com](http://www.PoinsettiaBowl.com).

San Diego County Credit Union is the largest financial institution based in San Diego. It has assets over \$4.8 billion and 27 branches located in San Diego, Riverside and Orange Counties. Visit [sdccu.com](http://sdccu.com) for more information.