

**TEAMS SELECTED FOR  
SAN DIEGO COUNTY CREDIT UNION POINSETTIA BOWL,  
THE ONLY COLLEGE FOOTBALL BOWL GAME WITH A CU AS TITLE SPONSOR**

San Diego County Credit Union (SDCCU), San Diego's largest locally-owned financial institution, has served as the title sponsor of the San Diego County Credit Union Poinsettia Bowl since the bowl game's inception in 2005. The seventh annual San Diego County Credit Union Poinsettia Bowl, the nation's only college football game featuring a credit union as a title sponsor, will feature the Horned Frogs from Texas Christian University of Fort Worth, Tex. playing the Bulldogs from Louisiana Tech University of Ruston, La. The game will be played at 5 p.m. (PST) on Wednesday, Dec. 21, at Qualcomm Stadium in San Diego. The game will be seen nationally on ESPN-TV and heard on ESPN Radio.

"We are looking forward to the game with great anticipation because it pits two conference champions against one another," said Teresa Halleck, President & CEO of San Diego County Credit Union. "Both teams had great seasons with very impressive wins." The 2011 SDCCU Poinsettia Bowl game will be the first meeting between the two teams. It will mark the Horned Frogs third appearance in the San Diego County Credit Union Poinsettia Bowl.

The San Diego County Credit Union Poinsettia Bowl was the first college bowl game to establish a charity beneficiary. For every admission ticket sold, \$1 will go directly to the San Diego Chapter of the Make-A-Wish Foundation, allowing the charity to grant wishes to children with life-threatening medical conditions. The partnership between SDCCU, Make-A-Wish and the Poinsettia Bowl has been in effect since 2005, with more than 24 wishes granted to children in San Diego from the game's contributions.

"We are especially proud that the San Diego County Credit Union Poinsettia Bowl provides hope, strength and joy by enriching the lives of children with life threatening medical conditions," Halleck said. "Every person who attends the game can know their attendance is making an immediate difference in the lives of children and their families at a critical time."

The San Diego County Credit Union Poinsettia Bowl generates millions of dollars into the San Diego economy during a week when the region's tourism industry is at one of its slowest times of the year. Previous games have added a combined \$56 million of revenue into the local economy, according to officials with the San Diego Bowl Game Association.

Tickets for the game can be purchased by calling Ticketmaster at (800) 745-3500, or by visiting [www.sdccu.com](http://www.sdccu.com), and searching: Poinsettia tickets.

San Diego County Credit Union is a full-service financial institution. Anyone who lives or works in San Diego, Riverside and Orange counties is welcome to open an account. SDCCU offers free checking accounts with eStatements, direct deposit, Visa credit and

free debit cards, certificate and money market accounts, auto and home loans, an array of eServices and much more. San Diego County Credit Union serves a diverse customer base of 224,000, has assets of \$5.4 billion and 28 convenient branch locations. Visit [www.sdccu.com](http://www.sdccu.com) for more information. SDCCU is federally insured by NCUA and is an equal housing lender.

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