

FOR IMMEDIATE RELEASE
Orange Bowl Committee
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ORANGE BOWL COMMITTEE AND THE CITY OF FORT LAUDERDALE UNVEIL \$3 MILLION RENOVATION OF CARTER PARK



On Saturday, January 5th, the newly renovated Joseph C. Carter Park debuted, completing the project between the Orange Bowl Committee and City of Fort Lauderdale (from left to right): Eric Poms, CEO, Orange Bowl Committee; John Swofford, ACC Commissioner; Jack Swarbrick, Athletic Director, University of Notre Dame; Mike Slive, SEC Commissioner; Bobby Dubose, City Commissioner, Fort Lauderdale; Ford Gibson, President, Orange Bowl Committee; Frank Gonzalez, Legacy Gift Chair, Orange Bowl Committee; Jack Seiler, Mayor, City of Fort Lauderdale; Bill Hancock, Executive Director, Bowl Championship Series; Nat Moore, Orange Bowl Committee; Jennifer Murillo, Vice President, Brand Communications, Discover; Bob Vecchione, Chair of the NCAA Football Youth Initiatives Committee; and Obie, the official Orange Bowl mascot

Miami Lakes, Fla. (www.orangebowl.org) – On Saturday, January 5, City of Fort Lauderdale Mayor John P. “Jack” Seiler, SEC Commissioner Mike Slive, ACC Commissioner John Swofford, Notre Dame Athletic Director Jack Swarbrick and Bowl Championship Series Executive Director Bill Hancock joined Orange Bowl President Ford Gibson and CEO Eric Poms in celebrating the newly completed \$3 million renovation to Joseph C. Carter Park.

The project represents the Orange Bowl’s latest legacy gift in honor of this year’s 2013 BCS National Championship Game. Renovations at Carter Park included the installation of a new synthetic turf football field, state-of-the-art eight lane track, enhanced spectator areas and new scoreboard. The project directly benefits underprivileged children who participate in various athletic leagues, after school programs and summer camps at Carter Park. The local community will also benefit from the project, as Carter Park will be able to attract a greater range of youth athletic competitions and community activities.

“While the Orange Bowl is known for hosting championship football games like South Florida recently celebrated, what many people don’t realize is that it is because of those games that the Orange Bowl Committee can undertake projects such as Carter Park,” said Eric Poms, CEO, Orange Bowl Committee. “Positively impacting South Florida youth remains a central mission of the Orange Bowl, and the Committee could not be happier with Carter Park and how it will serve the Fort Lauderdale community.”



Kids from a local flag football league rush onto Orange Bowl Field at Carter Park, a \$3 million renovation project between the Orange Bowl Committee and City of Fort Lauderdale

“The Orange Bowl Committee and the City of Fort Lauderdale have not only given new life to Carter Park by completely modernizing its facilities, but has also reenergized the surrounding community and its youth with the many opportunities that come with it,” said City of Fort Lauderdale Mayor Jack Seiler. “This is an important day for the City, as we have finished a project that will truly benefit thousands of residents for years to come.”

The Carter Park project follows the Orange Bowl’s renovation of Moore Park in Allapattah in honor of the Orange Bowl’s 75th anniversary. Along with funding of youth sports leagues, grants and scholarship programs, the Carter Park project furthers the Committee’s mission to positively impact and benefit our community’s most important asset, its youth. The Orange Bowl Committee and the City of Fort Lauderdale contributed \$1.5 million each for the renovation and first broke ground on the park July 19, 2012. Later this year the Orange Bowl will also begin a similar park renovation project in Ives Estates.

Joseph C. Carter Park is located at 1450 W. Sunrise Blvd in Fort Lauderdale, FL.

Editor’s Note – High resolution and additional photos available upon request.

About the Orange Bowl

The Orange Bowl is a 348-member, primarily-volunteer non-profit sports organization that promotes and serves the South Florida community. The Orange Bowl Festival features a year-round schedule of events culminating with the Discover Orange Bowl on January 3, 2014. Other Orange Bowl core events include the MetroPCS Orange Bowl Basketball Classic, Orange Bowl

Youth Football Alliance presented by Sports Authority, Orange Bowl International Tennis Championships, Orange Bowl Sailing Regatta Series and Orange Bowl Paddle Championships. For more information on the 2013-14 Orange Bowl Festival and its events, including promotional and volunteer opportunities through the Ambassador Program, log on to www.orangebowl.org.

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