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FOR IMMEDIATE RELEASE

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**DR PEPPER BIG 12 CHAMPIONSHIP FAN FEST
AT THE MAIN EVENT**

*Celebrate Big 12 College Football Weekend Featuring Pep Rallies,
Live Entertainment and More in Downtown Houston*

Friday, December 2 & Saturday, December 3, 2005

HOUSTON (November 21, 2005)—Get ready for the biggest college football game of the season with the **Dr Pepper Big 12 Championship Fan Fest at The Main Event!** Celebrate Big 12 college football throughout the weekend with **college football team pep rallies, live entertainment, interactive games, exhibit areas, viewing parties and more on Friday, December 2 & Saturday, December 3, 2005.**

Friday, December 2, 2005, 12 p.m. to 10 p.m.

The Dr Pepper Big 12 Championship Fan Fest will open at **12 noon** at **Market Square Park**, located at 300 Milam, transforming downtown Houston into Big 12 college football headquarters offering Houstonians and visiting football fans a variety of food, games and entertainment options. The event will feature: a **Fan Fest Children's Area** with interactive games, arts and crafts and more for kids and families; a **Skills Challenge Area**; and exhibition, vendor and concessions booths. Beginning at 7 p.m. Market Square Park will host the **Big 12 North Conference, University of Colorado Pep Rally** and the **Big 12 South Conference,**

University of Texas Rally, featuring the **University of Texas Spirit Squad**, at 8 p.m. In addition, live entertainment and local programming, featuring event emcee **Michael Garfield**, **the High-Tech Texan**, will take place throughout the day on the **Bud Light Texas Music Stage** with performances from **New Birth Brass Band** at 6 p.m. and **Randy Rogers Band** at 9 p.m. Additional football highlights will be broadcast along Main Street on the side of the Binz Building throughout the evening. **No outside coolers, beverages or pets are allowed at the event.**

Saturday, December 3, 2005, 9 a.m. to 10 p.m.

The Dr Pepper Big 12 Championship Fan Fest will open at 9 a.m. on Saturday, December 3, offering more family entertainment, skills challenges, interactive games and exhibition, vendor and concessions booths. Beginning at 5 p.m. patrons can catch all the college football action with the **SEC Championship Game** and the **ACC Championship Game** broadcast on video boards in participating Downtown Entertainment District member establishments. The **Bud Light Texas Music Stage** will include local programming and live entertainment from 6 p.m. to 10 p.m. with special performances from **New Birth Brass Band**, **Micky and the Motorcars**, and **Lost Boys**. **No outside coolers, beverages or pets are allowed at the event.**

“Houston knows how to throw a party,” said Gerard J. “Jordy” Tollett, president and CEO of the Greater Houston Convention and Visitors Bureau. “We’ve hosted a lot of major events in the past two years, and we’ve shown our visitors a great time. We’ll show you a great football game and a huge downtown street party. Come ready to play!”

“Downtown Houston is excited to host a free, family-oriented event in conjunction with the Big 12 football championship,” said Joe Martin, chairman, Downtown Entertainment District Alliance. “We have a lot of exciting games, great food from area restaurants, and fantastic entertainment this weekend. There will be something for everybody and it is all happening downtown.”

The party will continue on Friday and Saturday night from 10 p.m. to 2 a.m. with programming, food and drink specials and more in participating Downtown Entertainment District locations. For a complete list of participating venues and entertainment details, visit www.deda.org.

Parking for the Dr Pepper Big 12 Championship Fan Fest is available at the Market Square Parking Garage located directly across from the event as well as at the Chase Garage, located at 600 Travis. Additional metered and surface lot parking is available throughout the Downtown Entertainment District.

The Dr Pepper Big 12 Championship Fan Fest at The Main Event is sponsored by Dr Pepper, Bud Light, Chick-Fil-A, The City of Houston, Continental Airlines, Cooper Tires, Downtown Entertainment District, ESPN, Greater Houston Convention and Visitor's Bureau, Houston Press, Icon Hotel, Market Square Market, Phillips 66, POD Storage and Reliant Park.

The Downtown Entertainment District, a non-profit corporation, was established in 2003, to support the business owners in the lower Main Street area and is comprised of downtown venue owners and influential downtown stakeholders that all share a common vision for Downtown Houston.

For more information on parking, area maps, event schedules and details on the Dr Pepper Big 12 Championship Fan Fest at The Main Event, call 713-223-4500 or visit www.deda.org.

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DR PEPPER BIG 12 CHAMPIONSHIP FAN FEST AT THE MAIN EVENT FACT SHEET

Get ready for the biggest college football game of the season with the **Dr Pepper Big 12 Championship Fan Fest at The Main Event!** Celebrate Big 12 college football throughout the weekend with **college football team pep rallies, live entertainment, interactive games, exhibit areas, viewing parties and more on Friday, December 2 & Saturday, December 3, 2005**, at historic **Market Square Park**, 300 Milam Street, downtown Houston.

Dates

Friday, December 2, 2005 from 12 p.m. to 10 p.m.

Saturday, December 3, 2005 from 9 a.m. to 10 p.m.

Location

Market Square Park

300 Milam Street

***No outside coolers, beverages or pets allowed at the event**

Parking

Parking for the Dr Pepper Big 12 Championship Fan Fest is available at the **Market Square Parking Garage** located directly across from the event as well as at the **Chase Garage**, located at 600 Travis. Additional metered and surface lot parking is available throughout the Downtown Entertainment District.

Fan Fest Details

The Dr Pepper Big 12 Championship Fan Fest offers Houstonians and visiting football fans a variety of food, games and entertainment options throughout the weekend. The event will feature: a **Fan Fest Children's Area** with interactive games, arts and crafts and more for kids and families; a **Skills Challenge Area**; exhibition, vendor and concessions booths; and live entertainment on the **Bud Light Texas Music Stage**.

Entertainment Schedule

Friday, December 2

6 p.m. New Birth Brass Band
7 p.m. University of Colorado Pep Rally
8 p.m. University of Texas Rally featuring the UT Spirit Squad
9 p.m. Randy Rogers Band

Saturday, December 3

6 p.m. New Birth Brass Band
7 p.m. Micky and the Motorcars
8:30 p.m. Lost Boys

Information

For more information on parking, area maps, event schedules and details on the Dr Pepper Big 12 Championship Fan Fest at The Main Event, call 713-223-4500 or visit www.deda.org.

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Bud Light Texas Music Stage Entertainment Schedule

Friday, December 2, 2005

6 p.m.	New Birth Brass Band
7 p.m.	University of Colorado Pep Rally
8 p.m.	University of Texas Pep Rally
9 p.m.	Randy Rogers Band

Saturday, December 3, 2005

6 p.m.	New Birth Brass Band
7 p.m.	Micky and the Motorcars
8: 30 p.m.	Lost Boys