



FOR IMMEDIATE RELEASE

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COLLEGE FOOTBALL PLAYOFF AND CITY OF HOUSTON PREPARING TO HOST COMPLETE WEEKEND OF EVENTS AROUND 2024 NATIONAL CHAMPIONSHIP

HOUSTON – More than 100,000 Houston residents and visitors from across the country are expected to attend fan events preceding kickoff of the 2024 College Football Playoff (CFP) National Championship. At a news conference today at Milby High School in Houston, plans were revealed for a “Championship Campus” experience that will transform the region into a four-day celebration of college football.

"A national champion will be crowned on Monday, January 8, but the 2024 College Football Playoff National Championship will include an entire weekend of fun activities," said Bill Hancock, executive director of the CFP. "It will be an opportunity for fans of all ages to come together to sample what college football is all about, and you don't have to have a ticket to the game to be a part of it. We've worked closely with the Houston Host Committee to develop fan-friendly events that thousands will enjoy come January."

"On behalf of the many organizations and partners involved with the Houston Host Committee, we're all very honored for the opportunity to host the city's first CFP National Championship this January," said Chris Massey, president of the Houston Host Committee. "Perhaps most importantly, through the wide-ranging efforts of the CFP Foundation and our host committee, we are pleased to make a commitment to local school public teachers that will make a positive impact on Houston for many years to come."

The 2024 College Football Playoff National Championship will be decided at NRG Stadium on Monday, January 8, but the celebration will get started Friday, January 5, with the opening of **Playoff Fan Central** at the **George R. Brown Convention Center** in downtown Houston. The free family-friendly interactive experience will include games, clinics, pep rallies, band performances, special guest appearances, autograph signings and exhibits celebrating college football and its history. Playoff Fan Central creates memories that last a lifetime.

AT&T Playoff Playlist Live! will bring a three-day weekend of music to Houston, serving as the soundtrack for the 2024 College Football Playoff National Championship. The free, star-studded event will take place at **Shell Energy Stadium** in downtown Houston beginning on Friday, January 5. Past talent has included the Jonas Brothers, Saweetie, Pitbull, Twenty One Pilots, Doja Cat, Meghan Trainor, H.E.R., Usher, The Chainsmokers, Sting, Alessia Cara, Darius Rucker, Flo Rida, John Mellencamp, Ciara, The Band Perry, Sting and Lenny Kravitz, among others. This year's talent lineup and details on how fans can attend will be announced in November.

On Saturday, January 6, fans are invited to attend **Media Day** within Playoff Fan Central at the **George R. Brown Convention Center** in downtown Houston. A free event, Media Day will feature one-hour interview sessions with student-athletes and coaches from each of the College Football Playoff National Championship participating teams, where fans are provided with the unique opportunity to watch and listen in.

On Sunday, January 7, the newly-rebranded **Trophy Trot** (formerly known as the Extra Yard 5K) will wind its way through the streets of **downtown Houston**. For the first time ever, the Trophy Trot will feature races at both the 5K and 10K distances, offering a chance for locals as well as out-of-town fans to take part in national championship weekend. Each Trophy Trot participant will receive a t-shirt and finisher's medal. All proceeds from the Trophy Trot benefit Extra Yard for Teachers, the College Football Playoff Foundation's primary platform that elevates the teaching profession by inspiring and empowering quality teachers. More information, including how to register, will be made available soon.

Sunday evening, **Taste of the Championship** will serve up a foodie's delight at **Union Station** downtown, offering attendees the opportunity to indulge in gourmet food and drink prepared by chefs local to Houston and the community hosting the 2024 national championship game. This premium dining experience serves as a unique combination of an exploration of local cuisine and a celebration of the teaching profession on the eve of the national championship game with all proceeds benefitting the CFP Foundation's Extra Yard for Teachers platform. More information, including how to buy tickets, will be made available in the fall.

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