

EAST-WEST SHRINE BOWL

# PRESS RELEASE



FOR IMMEDIATE RELEASE

## FRIO FAN FEST TO KICK OFF 99TH EAST-WEST SHRINE BOWL, FRIO NAMED ALL-STAR GAME'S OFFICIAL BEER



[Click Here to apply for credentials for the 2024 East-West Shrine Bowl](#)

**FRISCO, Texas (January 23, 2024)** — The East-West Shrine Bowl announced the addition of the Frio Fan Fest prior to kickoff at 99th annual East-West Shrine Bowl on Thursday, February 1, 2024 in Frisco, Texas. Additionally, the East-West Shrine Bowl announced today that Frio has been named the game's official beer.

"Frio Beer is the perfect way to celebrate every moment," said Eduardo Morales, President and CEO of Mexcor International – the exclusive distributor of Frio in Texas. "The Frio Fan Fest will celebrate a historic college all-star football game in support of a truly worthwhile cause."

The Frio Fan Fest will be hosted from 4:30pm until 6:30pm at the Ford Center at The Star in Frisco – the global headquarters of the Dallas Cowboys. The pre-game event will feature football-themed games for fans of all ages, music, food and drinks. Fans can also have their photo taken with the official trophy of the College Football Playoff National Championship.

"We're proud to have Frio join us in providing the ultimate experience for college football fans," said Dustin Johnson, National Director of Sports for Shriners Children's. "Frio and their Texas distributor, Mexcor International, have once again stepped up to create a memorable event while supporting the life-changing mission of our healthcare system."

Since 1925, the East-West Shrine Bowl has benefited Shriners Children's and its mission to provide advanced care for children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay.

The East-West Shrine Bowl is a once-in-a-lifetime opportunity for the best college football players in the world to showcase their talents as top NFL Draft prospects in front of all 32

NFL teams' scouts and executives. Many of professional football's most recognized and decorated players, including legends Tom Brady, Walter Payton, John Elway and current rising stars Brock Purdy, Zay Flowers and Isiah Pacheco all played in the East-West Shrine Bowl.

The East-West Shrine Bowl will be nationally televised in primetime on NFL Network. Proceeds from the game fully benefit Shriners Children's. Tickets as low as \$20 are available at [shrinebowl.com](http://shrinebowl.com).

###

### **About Frio Beer**

Frio Beer is an American-brewed, low calorie, low carb, light beer. Frio Light and Frio 6.0 are distributed exclusively in Texas by Houston-based Mexcor International. Frio has been named one of the hottest domestic beers by Market Watch and also received the Impact Hot Brand Award. Visit [enjoyfrio.com](http://enjoyfrio.com) to find Frio at your nearest retailer.

### **About Mexcor International**

Established in 1989, Mexcor International is a Houston-based global brands and distributor of the finest spirits, wine, and beer from around the world. Guided by its core values of commitment, innovation, and a people-centered approach, this family-owned corporation has cultivated strong relationships with suppliers while building its brands and delivering strategic vision, technological empowerment, and customer value. Mexcor International maintains distribution warehouses in Texas, Florida, and California, extending its reach to all 50 states. The company is strategically expanding to become a world-class, leading beverage distribution and brands company focused on acquiring market share while building long-term strategic supplier relationships. At Mexcor we honor tradition and embrace change. For more information, please visit [mexcor.com](http://mexcor.com).

### **About East-West Shrine Bowl**

The East-West Shrine Bowl is the longest running college all-star football game in the nation. Since 1925, the game has benefited Shriners Children's and its mission to provide innovative pediatric specialty care to improve and transform the lives of children. The East-West Shrine Bowl is known for being the starting point of many noteworthy NFL careers, including nearly 100 members of the Pro Football Hall of Fame. For more information, please visit [shrinebowl.com](http://shrinebowl.com).

### **About Shriners Children**

Shriners Children's is changing lives every day by providing innovative pediatric specialty care, conducting research to improve the quality of lives, and of care, and offering outstanding educational programs for medical professionals. We provide patient-centered care in several areas. All care and services are provided regardless of the families' ability to pay or insurance status.

Shriners Children's is a nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law. For more information, including the full range of care available, please visit [shrinerschildrens.org](http://shrinerschildrens.org).

### **MEDIA CONTACT:**

Jonathan Deutsch | Tony Fay Public Relations | [jonathan@tonyfaypr.com](mailto:jonathan@tonyfaypr.com) | 469-534-8525  
Tami Carr | Tony Fay Public Relations | [tami@tonyfaypr.com](mailto:tami@tonyfaypr.com) | 469-525-8850

[Unsubscribe info@tonyfaypr.com](mailto:info@tonyfaypr.com)

[Update Profile](#) | [Constant Contact Data  
Notice](#)

Sent by [news@tonyfaypr.com](mailto:news@tonyfaypr.com) powered by



Try email marketing for free today!