



Goodyear
News Conference
Thursday, December 27, 2018
AT&T Stadium, Arlington, Texas



**CARL ICE, COTTON BOWL ATHLEIC ASSOCIATAION
CHAIRMAN OF THE BOARD**

**TODD MACSUGA, GOODYEAR GENERAL MANAGER OF
BRAND MARKETING**

CARL ICE: Good morning. Thanks for joining us. We're very excited about the 83rd Goodyear Cotton Bowl Classic between the University of Notre Dame and Clemson University.

Goodyear is the perfect partner for the Cotton Bowl. We're very proud to be associated with an iconic company that's also vibrant today. Goodyear is the perfect partner for the Cotton Bowl. They bring a level of excellence, passion, and quality that continues to enhance the profile of our game.

At this point I would like to introduce Todd Macsuga. He's the general manager of brand marketing for Goodyear and he has some good news to share.

TODD MACSUGA: Thanks, Carl. Good morning, everyone. I'm very pleased to be here on behalf of Goodyear to kick off the 83rd Annual Goodyear Cotton Bowl Classic.

As you know, the Cotton Bowl has hosted marquee matchups for many, many years certainly as part of the New Year's Six bowl games. And we're very excited this year to be one of the College Football Playoff Semifinals.

Same for Goodyear. Goodyear has been an integral part of college football for more than 50 years, starting way back in 1955 when we first provided aerial coverage for the Rose Bowl game.

So I'm very excited with that rich history, as you can imagine, to announce that we've just reached an agreement to extend our title sponsorship of the Goodyear Cotton Bowl for several years to come. So we're very excited about that. Thank you. (applause)

Also, I have an opportunity this morning to extend another Goodyear tradition, a unique way to celebrate the two teams that are in this year's great Cotton Bowl Classic in a way that only Goodyear can.

So with that, we've once, again hired and commissioned Blake McFarland, an artist who makes very unique sculptures, to celebrate the team mascots for each of the two teams. If we could



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please unveil the tire sculptures. We have the Clemson tiger and the Notre Dame leprechaun.

These are made entirely of Goodyear tires, more than 350 tires. They weigh approximately 400 pounds each. And the artist, Blake McFarland, and his team used approximately 500 working hours to construct these piece by piece to celebrate the teams. Aren't they great?

We're very excited to have both teams. We're very excited for a great game on Saturday. So thank you to the Cotton Bowl. Thank you to both teams. And thank you on behalf of Goodyear Tire and Rubber Company. Thanks very much.

-- College Football Playoff Semifinal at the Goodyear Cotton Bowl Classic --