

# F I E S T A B O W L <sup>®</sup>

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## **NFL LEGEND KURT WARNER NAMED 40<sup>th</sup> ANNUAL FIESTA BOWL PARADE GRAND MARSHAL**

**Scottsdale, Ariz.** – Legendary former NFL quarterback Kurt Warner and his family will serve as the grand marshal for the 40<sup>th</sup> Annual Fort McDowell Fiesta Bowl Parade, presented by Fort McDowell Yavapai Nation, at 11:00 a.m. MT on December 31, 2010, in central Phoenix.

As grand marshal, Warner will lead this year's Fort McDowell Fiesta Bowl Parade, and will also serve as special guest at the 40<sup>th</sup> Annual Tostitos Fiesta Bowl on Saturday, January 1, 2011, where he will participate in the pre-game festivities and coin toss.

"We are honored to have Kurt Warner and his family serve as this year's Fort McDowell Fiesta Bowl Parade grand marshal," said Fiesta Bowl Chairman of the Board Duane Woods. "On the field, he was among the most prolific passers in history. Off the field, Kurt and his family's charity have made a lasting impact on thousands of lives. This is a wonderful opportunity to thank Kurt and Brenda Warner and their family for their contributions to the community."

Warner's inspirational story began after a stellar fifth-year senior season at the University of Northern Iowa. He was invited to try out for the Green Bay Packers in 1994 but was cut in training camp. Warner, a native Iowan, stocked shelves at a grocery store in Cedar Falls. Refusing to give up his dream of playing pro football, Warner signed with the Arena Football League's Iowa Barnstormers, leading them to two Arena Bowls.

Warner joined the St. Louis Rams as a third-stringer in 1998. The following season, he took over as starter and the rest is NFL history. Directing the "Greatest Show on Turf," Warner was named NFL MVP and Super Bowl XXXIV MVP after leading the Rams past the Tennessee Titans.

The 6-foot-2, 214-pound Warner finished his career in style. Warner led the Arizona Cardinals to Super Bowl XLIII, and the two-time NFL MVP and four-time Pro Bowler retired after leading the team back to the playoffs the following season.

The Kurt Warner First Things First Foundation is a 501(c)3 public charity and a vehicle for Kurt and Brenda to serve the community and share their blessings with those in need. For more information, visit [www.kurtwarner.org](http://www.kurtwarner.org). Kurt and Brenda are the parents of seven children: Zachary, Jesse, Elijah, Kade, Jada, Sierra and Sienna.

Even in retirement Warner remains busy. Follow him at <http://twitter.com/kurt13warner>.

"The Fiesta Bowl's mission each year is to create family-friendly events for the entire community," Woods said. "Kurt and Brenda Warner and their family have touched many lives, and we are looking forward to working with them in our outreach toward the community."

The Parade's annual theme, "Spirit of the Southwest," honors the essence of Arizona's breathtaking desert landscapes and unique cultural heritage. The Parade is free to the public; however, reserved seating is available for \$25 through the Fiesta Bowl Ticket Office at 480-350-0911 or by visiting [www.fiestabowl.org](http://www.fiestabowl.org).