



FOR IMMEDIATE RELEASE

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Inaugural Freedom Bowl Kicks Off Labor Day Weekend

12 High School Football Teams from the U.S. and Canada to Compete, Aug 31-Sept 1

Alpharetta, Ga. – The Freedom Bowl brings together 12 top high school football teams over Labor Day Weekend to compete in six games over two days at Milton High School. The inaugural event encompasses over 800 players and two hundred coaches to promote high school football and player development. The Freedom Bowl also educates student athletes, coaches, their families and fans on true heroism and to support those who serve and protect our nation.



The Freedom Bowl’s participating high school teams include: Daytona Mainland (Daytona, Fla.), Bob Jones (Madison, Ala.), Cardinal Gibbons (Fort Lauderdale, Fla.), Milton (Milton, Ga.), Chaminade-Madonna (Hollywood, Fla.), Muscle Shoals (Muscle Shoals, Ala.), American Heritage (Plantation, Fla.), St. Joseph (Montvale, N.J.), Stoneman Douglas (Parkland, Fla.), St. Matthews (Ontario, Canada), North Gwinnet (Suwanee, Ga.) and Wekiva (Apopka, Fla.). The weekend’s games will consist of six marquee matchups with the winner of each game earning a coveted Freedom Bowl Championship trophy.

“The Freedom Bowl brings top-level high school football to one location and provides much more than just football competition,” said Freedom Bowl Founder David Menard. “Utilizing this amazing platform will also inspire and educate our youth about what the men and women of our armed forces sacrifice to protect our freedom.”

The Freedom Bowl platform aims to raise awareness while educating and inspiring participants on character, leadership and teamwork skills on and off the field.

Players will hear from keynote speaker, Marine Corporal Josh Bleill. In 2006, while on a combat patrol in Fallujah Iraq, an IED (improvised explosive device) struck Josh's Humvee. The explosion tore through the vehicle killing two of his fellow marines and severely injuring Bleill. Josh awoke five days later with the news of the loss of his two friends and both of his legs.

The Freedom Bowl is projected to attract not only the players but parents and football fans alike. The two-day event will draw participants to Alpharetta's 25 hotels, more than 200 restaurants, over 250 shops and endless entertainment options.

“What an amazing opportunity for these top-ranked high school football teams from all over the country and Canada to travel to Alpharetta to compete in the Freedom Bowl,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “Not only is it an incredible experience for the teams but it also provides visitors and residents a chance to watch some high-level competitive football over Labor Day Weekend.”

Freedom Bowl tickets can be purchased in advance [here](#) or at the gate. Parking is \$5 and general admission is \$10.

Visitors can book their hotel and start planning a Labor Day weekend getaway packed with Freedom Bowl action as well as awesome Alpharetta events and activities. For the best Alpharetta hotel rates, go to: <http://awesomealpharetta.bookdirect.net/>

About the Freedom Bowl ...

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Stay up to date on all the latest Freedom Bowl news on Facebook, Instagram and Twitter @TheFreedomBowl.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. Recently named “One of the South's Friendliest Cities” by *Southern Living Magazine* and “One of the Best Places to Visit in Georgia” by *Vacationidea.com*, Alpharetta is conveniently located just 22 miles north of Atlanta. For more information call 678.297.2811 or visit awesomealpharetta.com.

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