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QUICK FACTS

Orange Bowl Committee Office:

14360 NW 77th Court
Miami Lakes, FL 33016
305.341.4700 (Main)
305.341.4750 (Fax)

FedEx Orange Bowl

Media Headquarters:

Marriott Harbor Beach
Resort & Spa
3030 Holiday Drive
Fort Lauderdale, FL 33316
954.525.4000 (Main Line)

OBC Communications Staff

Larry Wahl,

VP of Media & Community Outreach
lwahl@orangebowl.org
305.341.4718 (Office)
305.613.3196 (Mobile)

V.J. Monzon-Aguirre,

Communications Coordinator
vmonzon@orangebowl.org
305.341.4737 (Office)
305.582.8363 (Mobile)

Jhyna Arauco

Communications Intern
jarauco@orangebowl.org
305.341.4823 (Office)

ON THE WEB

For an electronic version of this media guide as well as the latest and most complete coverage of the 2010 FedEx Orange Bowl, the Orange Bowl Festival, and the year-round calendar of events of the Orange Bowl Committee, please log on to:

www.orangebowl.org

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A look back at 2009....



Frank Beamer (center) and Virginia Tech snapped the ACC's eight game BCS losing streak following the Hokies 20-7 victory over Cincinnati during last year's FedEx Orange Bowl. The game marked the 75th rendition of the annual football classic which first started back on January 1, 1935 when Bucknell defeated Miami (FL) 26-0 at Moore Park.



Gator head coach Urban Meyer (center) won his second BCS National Championship in three years at Florida following the Gators 24-14 victory over Oklahoma. The game marked the 19th time the Orange Bowl Committee has hosted college football's national championship.

Orange Bowl Committee

2009-10 Officers



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President & Chair



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Chair-Elect

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Chief Executive Officer



Past Presidents

W. Keith Phillips, Sr.*	1935-38	B. Boyd Benjamin*	1963-64	Larry H. Adams	1987-88
Charles F. Baldwin*	1939-41	M. Lewis Hall Jr.	1964-65	James T. Barker	1988-89
William G. Ward*	1941-42	Robert C. Hector Sr.*	1965-66	Thomas D. Wood Sr.	1989-90
Oscar E. Dooly Jr.*	1942-43	John R. Ring*	1966-67	Arthur H. Hertz	1990-91
Arthur A. Ungar*	1943-44	William C. Lantaff*	1967-68	W. Harper Davidson Jr.	1991-92
Van C. Kussrow*	1944-45	James L. Llewellyn*	1968-69	R. Ray Goode*	1992-93
George E. Whitten*	1945-46	L. Allen Morris*	1969-70	Robert L. Epling	1993-94
R. D. "Buck" Freeman*	1946-47	W. Keith Phillips Jr.	1970-71	G. Ed Williamson II	1994-95
John G. Thompson*	1947-48	William D. Ward	1971-72	Donald E. Kubit	1995-96
Will M. Preston*	1948-49	James S. Dunn*	1972-73	Clark Cook	1996-97
Daniel J. Mahoney*	1949-50	William H. Fields	1973-74	Leslie Pantin Jr.	1997-98
S. Grover Morrow*	1950-51	D. Frank Rentz*	1974-75	Albert E. Dotson Sr.	1998-99
Stuart W. Patton*	1951-52	James L. Armstrong III*	1975-76	Edgar C. Jones Jr.	1999-00
Sam H. McCormick*	1952-53	F. E. "Gene" Autrey	1976-77	Sherrill W. Hudson	2000-01
W. Bruce MacIntosh*	1953-54	James S. Billings*	1977-78	Susan Potter Norton	2001-02
G. Gordon Anderson*	1954-55	Robert A. White	1978-79	Alfonso A. Cueto	2002-03
Robert Pentland Jr.*	1955-56	Eugene E. Cohen	1979-80	Dean C. Colson	2003-04
Raymond D. Miller*	1956-57	Nicholas A. Crane	1980-81	Christopher E. Knight	2004-05
Joseph H. Adams*	1957-58	J. Stephen Hudson	1981-82	Peter T. Pruitt Jr.	2005-06
Harry Hood Bassett*	1958-59	Charles A. Kimbrell*	1982-83	Albert E. Dotson Jr.	2006-07
Stephen A. Lynch Jr.*	1959-60	Stephen A. Lynch III	1983-84	Thomas D. Wood Jr.	2007-08
Jesse Yarborough*	1960-61	Robert S. Lafferty Jr.	1984-85	S. Daniel Ponce	2008-09
Everett A. Clay*	1961-62	John R. Hoehl*	1985-86		
C. Jackson Baldwin	1962-63	Stan Marks*	1986-87		

* Deceased

2009-10 Orange Bowl Festival

The Orange Bowl Festival February 2009- January 2010

The first Orange Bowl game was held on Jan. 1, 1935. Its mission: to bring tourism to South Florida through an annual football game and Festival. From those modest beginnings, the Orange Bowl Committee has grown into a not-for-profit, 330-member, primarily-volunteer organization that has become a foundation of the South Florida community by supporting and producing year-round activities and events that enhance the image, economy and culture of the region.

The Orange Bowl Festival annually attracts more than tens of thousands of visitors to the South Florida community. In 2008-09, the OBC "Double-Hosted" for two weeks and generated a total economic impact of nearly \$200 million to the South Florida community.

2010 FedEx Orange Bowl

January 5, 2010

8:00 PM

Land Shark Stadium – Miami Gardens

The crown jewel of the world renowned Orange Bowl Festival, the 2010 FedEx Orange Bowl will feature the best available pick from among the BCS at-large teams against the ACC Champion. The last nine FedEx Orange Bowls have sold out, not including last year's Land Shark Stadium record crowd of 78,468 that witnessed the FedEx BCS National Championship. There is more than just football, of course, as the world-class Orange Bowl Halftime Show features chart-topping performances and hundreds of dancers. This performance is sure to bring the fans to their feet.

Budweiser Orange Bowl Tailgate Party

January 5, 2010

11:30 AM – 7:30 PM

Land Shark – Miami Gardens

Each year college football fans from all over the country kick-off the FedEx Orange Bowl game day with the Budweiser Tailgate Party. Held in the NW Parking Lot of Land Shark Stadium, the Tailgate Party annually features some of Miami's hottest local talent, interactive games, sports memorabilia, contests, delicious food, and a wide variety of beverages. The marching bands from the participating universities also perform and add to the frenzy.

AvMed Orange Bowl Coaches Luncheon

January 4, 2010

11:30 AM – 1:30 PM

Jungle Island – Miami

The head coaches from both schools playing in the FedEx Orange Bowl highlight the AvMed Orange Bowl Coaches Luncheon. Interviews are conducted with the participating coaches and star players, while the annual Hall of Fame class is honored, as well as the Orange Bowl Committee Edwin Pope Vanguard Media Award winner.

Orange Bowl Fan Fest

January 4, 2010

2:00 PM – 7:00 PM

Bayfront Park – Downtown Miami

The Orange Bowl Fan Fest is one of the most anticipated events during the Orange Bowl Festival, featuring a big-name act as the main attraction. South Florida natives and out-of-town supporters have a chance to mingle in Downtown Miami with music, food and fun under the sun. Spectators at this year's Fan Fest will be treated to live performances by local artists prior to closing out the night with our headliner. Held the day before the FedEx Orange Bowl, the 2010 event will not only enhance the image, economy, and culture of South Florida, but will also showcase the former players, bands, cheerleaders, and mascots of the participating teams in the 2010 FedEx Orange Bowl.

39th Annual Baptist Health Orange Bowl Prayer Breakfast in Support of the Fellowship of Christian Athletes

January 2, 2010

7:30 AM – 9:30AM

Jungle Island – Miami

The Fellowship of Christian Athletes organizes its annual Prayer Breakfast for young athletes, the participating teams, sponsors and guests. Former United States Congressman and college football great J.C. Watts Jr. will be this year's featured speaker. Past speakers have included former Nebraska head coach Tom Osborne, Indianapolis Colts quarterback Peyton Manning, former Nebraska head coach Bob Devaney, NFL Hall of Fame great Mike Singletary, former NFL All-Pro Cris Carter, Florida State head coach Bobby Bowden and former Notre Dame head coach Lou Holtz, to name a few.

Seventh Annual Orange Bowl Swimming Classic

January 2, 2010

Jacobs Aquatic Center - Key Largo

The Orange Bowl Swimming Classic will come back for a seventh year at the Jacobs Aquatic Center in Key Largo, mile marker 100 oceanside. A post-meet barbeque and team social will be held immediately following the competition at the aquatic center.

50th Reunion Welcome Reception

January 3, 2010

5:30 PM - 8:00 PM

Shula's Hotel and Golf Club - Miami Lakes

Participants from the 1960 Orange Bowl Classic from both Georgia and Missouri will be on hand celebrating the game from 50 years ago at Shula's Hotel and Golf Club. While Georgia won the game 14-0, the classic matchup was a hit and set the game up for another 50 years in the spotlight.

Bacardi Orange Bowl Rhapsody

January 3, 2010

Ritz Carlton - Key Biscayne

The Bacardi Orange Bowl Rhapsody has become a traditional part of the Orange Bowl Festival. This party at the Ritz Carlton in Key Biscayne is the not-to-be-missed social event of the Festival. Dignitaries from the universities, the conferences, Orange Bowl Committee members, Orange Bowl Festival sponsors and Fortune 500 executives are always invited to this formal affair. Cigar rollers, South Florida's finest cuisine and dancing are just part of the festivities.

16th Annual MetroPCS Orange Bowl Basketball Classic

December 19, 2009

4:00 pm Miami vs. FAU

6:30 pm Florida vs. Richmond

BankAtlantic Center – Sunrise

Celebrating its 16th year, the MetroPCS Orange Bowl Basketball Classic annually showcases some of the top college basketball action in the South Florida community. The Florida Gators, Miami Hurricanes and Richmond Spiders—all of which won at least 19 games and qualified for post-season play in 2008-09--will be joined by the FAU Owls for the annual double header in the only Division I college basketball games to be played in Broward County this year.

2009-10 Orange Bowl Festival

FedEx Orange Bowl Team Beach Parties
December 31, 2009
Fontainebleu Beachfront
January 1, 2010
Westin Diplomat Hotel Beachfront

This is a day for everyone to enjoy an afternoon of fun-in-the-sun on the shores of the Atlantic Ocean. The Orange Bowl Committee will host an afternoon of barbecuing and other beach activities for all the players as well as the athletic department staff and their families.

FedEx Orange Bowl Coaches Outing
December 31, 2009- January 1, 2010
Joe's Stone Crab - South Beach

The Orange Bowl Committee puts on an evening of dinner and entertainment at one of the country's finest restaurants. This dinner is always a great opportunity for the coaching staff to socialize, unwind and enjoy first-class dining and Orange Bowl hospitality.

Orange Bowl Hospital Visits

The players and coaches from the participating universities take a day from their practice schedules to visit youth in South Florida hospitals. Teams will play with the children, sign autographs, and share stories, as both players and children take inspiration from the experience.

Orange Bowl Sailing Regatta Series
December 26 - 30, 2009
Coral Reef Yacht Club - Miami

The Orange Bowl Sailing Regatta Series is an event sponsored by the Orange Bowl Committee and is one of more than 20 Junior Olympic Festivals that take place throughout the country. These events are cooperative programs of US Sailing and the US Olympic Committee with the purpose of broadening the base of Youth Sailing in the United States. The Regatta Series is a traditional event of the Orange Bowl Festival that brings more than 600 sailors from around the world to South Florida. The Series includes five days of competition featuring Fleet racing on four courses for IOD's, Laser, Laser Radial, Laser 4.7 and Club 420. Other Orange Bowl Regatta events included the Optimist Dinghy Class (Collegiate Sailors-Coral Reef Yacht Club), International Youth Regatta (Youth-Coral Reef Yacht Club), One Design Classes (Coconut Grove Sailing Club) and Shake-A-Leg (Handicap Sailors Shake-A-Leg Center).

Orange Bowl International
Tennis Championship
December 6 - 13, 2009
Tennis Center at Crandon Park - Key Biscayne

The 2009 Orange Bowl International Tennis Championships, an ITF Group A Series Tournament, was held on the hard courts of the Tennis Center at Crandon Park in beautiful Key Biscayne, home of the Sony Ericsson Open. More than 1,000 players from 80 countries gathered to compete for one of the world's top junior titles. Celebrating its 63rd year of play, the Championships' past participants include: Roger Federer, Boris Becker, Chris Evert, Andre Agassi and John McEnroe.

11th Annual Orange Bowl Youth Football Alliance Championships
December 12 - 13, 2009
All Day
Florida International Stadium - Miami

The sidelines of the Orange Bowl Youth Football Alliance Championship games are annually littered with future NCAA and NFL stars as they play for the famed Orange Bowl Trophy. The entire Orange Bowl YFA converges at the brand new Florida International Stadium for a day filled with "Bowl Games." The weekend-long event, aired by Sun Sports state-wide, included teams from nine leagues spanning across eight South Florida counties: Miami-Dade, Broward, Palm Beach, Monroe, Martin, and St. Lucie on Florida's Southeast coast; Collier and Lee on the Southwest coast.

Orange Bowl Festival Kick-off Party
December 9, 2009
Seminole Hard Rock Hotel - Hollywood

The Orange Bowl Committee kicked off its month-long Championship celebration with its biggest party ever at one of the region's most astonishing locations - the Seminole Hard Rock Hotel. As part of the event, Orange Bowl Committee President and Chairman, Phillis Oeters, shared all the details about the upcoming Festival and thanked corporate sponsors and ticket patrons for being a part of the Orange Bowl family. The event included food, beverages and entertainment throughout the evening. Invitees included representatives of the 2010 FedEx Orange Bowl participating teams - including the head coaches, corporate sponsors, VIP's, surprise guests and OBC ticket patrons.

17th Annual Lou Groza Award
December 8, 2009
Palm Beach County Convention Center - Palm Beach

This annual award, presented by the FedEx Orange Bowl, hosted by the Palm Beach County Sports Institute and the Palm Beach County Convention Center, is given to the top Football Bowl Subdivision place-kicker in America. A national selection committee comprised of 110 voters name the place-kicker prior to the annual banquet held during the Orange Bowl festivities. The award is named after the late Lou "The Toe" Groza, a Hall of Fame kicker and offensive lineman for the Cleveland Browns. Proceeds from the event benefit the Palm Beach County Sports Institute, a youth program of the Palm Beach County.

Orange Bowl Cheer & Dance Championships
November 15, 2009
All Day
Nova Southeastern University - Davie

Cheerleaders from across the Orange Bowl YFA get their chance to shine as they perform their best routines at the Orange Bowl Youth Football Cheer & Dance Championship with winning squads getting a trophy of their own. The all-day extravaganza, held at Nova Southeastern's Don Taft University Center, was held on November 15. The arena, built in 2006, is a 300,000 square-foot world-class facility comprised of a sports arena, wellness center, and NSU's performing arts program.

Land Shark Stadium



Entering its 23rd year of operation, Land Shark Stadium, originally known as Joe Robbie Stadium, was the first of its kind to be constructed entirely with private funds. The late Joe Robbie led the financing campaign to build "Joe Robbie Stadium" (JRS) for the Miami Dolphins of the National Football League (NFL). JRS revolutionized the economics of professional sports when it

opened in 1987. Inclusion of a Club Level, along with Executive Suites, helped to finance the construction of the Stadium. Season ticket holders committed to long-term agreements, and in return they received first-class amenities in a state-of-the-art facility which is still used as a model for new facilities across the country.

On March 7, 1990, H. Wayne Huizenga, then Chairman of the Board and Chief Executive Officer of Blockbuster Video and Huizenga Holdings Inc., agreed to purchase fifty percent of Joe Robbie Stadium and became the point man in the drive to bring Major League Baseball to South Florida. That effort was rewarded in July of 1991, when South Florida was awarded a National League expansion franchise. On January 24, 1994, Mr. Huizenga acquired the remaining fifty percent of the stadium to give him complete ownership. Since 1991, more than \$250 million have been spent to upgrade and renovate the stadium. The improvement and revitalization of the building under Mr. Huizenga has allowed the stadium to remain one of the finest sports and entertainment facilities in the United States.

On August 26, 1996, Pro Player, the sports apparel division of Fruit of the Loom, sponsored the renaming of Joe Robbie Stadium as Pro Player Stadium. The sports apparel company became the first sports marketing and products company to entitle a stadium or arena. The stadium was renamed Dolphins Stadium in January 2005 as part of a major renovation initiated by owner Wayne Huizenga.

In April 2006, the stadium unveiled a new stadium logo and modified name. The stadium name was changed to Dolphin Stadium, and a new, modern-looking dolphin in orange, aqua and platinum colors with the words Dolphin Stadium was unveiled as the new stadium logo. Also unveiled were the two largest hi-definition video boards in professional sports and a new fascia LED ribbon-board, the largest in the world.

In 2007, Dolphin Stadium completed a historic transformation, unlike any venue of its size has experienced in the United States. Working with HOK Sport and Stiles Corporation, both renowned in

their respective fields of design and construction, the stadium underwent \$250 million in renovations and improvements. The renewed Dolphin Stadium solidified its place as the premier stadium of the Americas.

In February 2008, Mr. Huizenga sold 50% of the Miami Dolphins, stadium and surrounding developable land to Stephen M. Ross of New York and Palm Beach. Mr. Ross, Chairman of the Related Companies, an international real estate development company, became an active partner. In January 2009, Mr. Ross closed on the purchase of an additional 45 percent of the team and stadium. Coupled with his earlier purchase of 50 percent of the franchise, the stadium, and the excess developable land, Mr. Ross now owns 95 percent of the Dolphins and the stadium while Mr. Huizenga has a 5 percent share of both and remains a 50 percent partner in that land.

In a unique branding partnership, on May 8, 2009, Mr. Ross and celebrated singer songwriter Jimmy Buffett announced that Dolphin Stadium would be renamed Land Shark Stadium, bringing together Buffett's Margaritaville and Land Shark themes to enhance the gameday experience.

Land Shark Stadium is home to the Miami Dolphins, Florida Marlins, University of Miami football, FedEx Orange Bowl and the 2010 Pro Bowl and Super Bowl as well as other world-class events and concerts. The multi-purpose stadium has hosted four Super Bowls (soon to be five), three BCS College National Championships hosted by the Orange Bowl Committee, two MLB World Series and numerous other world-class events.

FedEx Orange Bowl Capacity	72,230
Surface	Prescription Athletic Turf (Natural Grass)
.....	1,050 Metal Halide
First Football Game	August 16, 1987
Largest NFL Football Crowd	75,283 (1996)
Largest College Football Crowd	78,468 (2009)
Seating	Reserved, Club Level, Luxury Suites
Owner	Stephen M. Ross
President	M. Bruce Schulze
Address	2269 Dan Marino Boulevard
.....	Miami Gardens, FL 33056
Phone	(305) 623-6100
Website	landsharkstadium.com



The FedEx Orange Bowl - Home of the ACC Champion

Atlantic Coast Conference Championship Game Recaps

Inaugural ACC Title Game Goes to the Seminoles

December 3, 2005 Jacksonville, FL

Florida State 27
Virginia Tech 22

The constant questions. The criticism. The growing cries for change. They're all history. At least for now. The Florida State Seminoles are conference champions -- again.

Willie Reid returned a punt 83 yards for a touchdown, the defense continually harassed Marcus Vick and Florida State upset No. 5 Virginia Tech 27-22 in the inaugural ACC title game.

The Seminoles snapped a three-game losing streak -- the program's first since 1983 -- and won the league title for the 12th time in 14 years.

The Seminoles did too much damage in the decisive third quarter. Virginia Tech went three-and-out to open the second half, and Reid fielded the punt near the sideline, sprinted ahead, cut inside and then juke two players and went nearly untouched into the end zone. The 'Noles then scored another touchdown on the next drive, putting the game out of reach.

SCORE BY QUARTERS

Florida State	3	0	24	0	-	27
Virginia Tech	3	0	0	19	-	22

	FSU	VT
First Downs	15	24
Rushing Yards	47	41
Passes Attempted	35	52
Passes Completed	21	26
Had Intercepted	0	1
Passing Yards	225	335
Punting/Avg.	8/42.5	7/41.7
Fumbles/Lost	0/0	4/1
Yards Penalized	12/114	17/143

SCORING SUMMARY

FSU: Cismesia 31-yard FG; VT: Pace 45-yard FG; FSU: Reid 83-yard punt return (Cismesia kick); FSU: Washington 14-yard run (Cismesia kick); FSU: Cismesia 41-yard FG; FSU: Davis 6-yard pass from Weatherford (Cismesia kick); VT: Morgan 28-yard pass from Vick (pass failed); VT: Vick 4-yard run (pass failed); VT: Vick 1-yard run (Pace kick)...**MOP: Willie Reid (FSU)**

Virginia Tech Wins Second ACC Title in Three Years

December 1, 2007 Jacksonville, FL

Virginia Tech 30
Boston College 16

Sean Glennon held an orange in one hand and a most valuable player trophy in the other.

He waved both of them in the air as thousands of Virginia Tech fans chanted his name -- not exactly a scene anyone would have envisioned after Glennon got booed to end last season and benched to start this one.

Glennon threw three touchdown passes, outshining Boston College star Matt Ryan and leading the No. 6 Hokies to a 30-16 victory over the Eagles in the ACC championship game.

Ryan overshadowed Glennon and teammate Tyrod Taylor much of the game. But Tech's two-quarterback system worked to perfection on one drive, just enough to get the Hokies to the Orange Bowl.

Oranges flew on the field as the Hokies celebrated their fifth consecutive victory and their first win in two trips to the ACC title game.

SCORE BY QUARTERS

Virginia Tech	0	16	0	14	-	30
Boston College	7	9	0	0	-	16

	VT	BC
First Downs	22	24
Rushing Yards	98	84
Passes Attempted	33	52
Passes Completed	21	33
Had Intercepted	1	2
Passing Yards	202	305
Punting/Avg.	7/46.3	4/39.8
Fumbles/Lost	1/1	0/0
Yards Penalized	7/46	5/49

SCORING SUMMARY

BC: Silva 51 fumble return (Aponovicus Kick); BC: Aponovicus 37 FG; VT: Morgan 5 Pass from Glennon (Dunlevy Kick); BC: Ryan 14 Run (Aponovicus Kick); VT: Flowers PAT Return; VT: Hyman 13 Pass from Glennon (Dunlevy Kick); VT: Royal 24 Pass from Glennon (Dunlevy Kick); VT: Adibi 40 Interception Return (Dunlevy Kick)...**MOP: Sean Glennon (VT)**

Wake Forest Claims First ACC Gridiron Title Since 1970

December 2, 2006 Jacksonville, FL

Wake Forest 9
Georgia Tech 6

Wake Forest's defensive players huddled near the sideline, pushing and shoving, yelling and screaming, jumping and dancing.

They were trailing 6-3 and ready to do something about it. Riley Swanson did.

Swanson intercepted a pass from Reggie Ball on the next play, sparking a comeback that gave Wake Forest its first ACC championship in 36 years and sent the Demon Deacons to their biggest bowl game in school history.

Riley Skinner followed Swanson's pick with long completions on consecutive drives, setting up Sam Swank's final two field goals that gave No. 16 Wake Forest a 9-6 victory over 23rd-ranked Georgia Tech in the ACC title game.

Skinner, finished 14-for-25 for 201 yards in his homecoming -- and may have had the biggest cheering section in the stadium.

The Demon Deacons won their second league title and first since 1970, adding another chapter to an improbable season in Grobe's sixth season.

SCORE BY QUARTERS

Wake Forest	0	3	0	6	-	9
Georgia Tech	3	0	0	3	-	6

	WF	GT
First Downs	16	18
Rushing Yards	93	143
Passes Attempted	25	29
Passes Completed	14	9
Had Intercepted	0	2
Passing Yards	201	129
Punting/Avg.	7/42.6	5/50.0
Fumbles/Lost	0/0	0/0
Yards Penalized	7/85	6/45

SCORING SUMMARY

GT: Bell 21-yard FG; WF: Swank 19-yard FG; GT: Bell 34-yard FG; WF: Swank 33-yard FG; WF: Swank 22-yard FG...**MOP: Sam Swank (WF)**

Virginia Tech Seizes Second Consecutive League Title

December 6, 2008 Tampa, FL

Virginia Tech 30
Boston College 12

MVP Tyrod Taylor rushed for two touchdowns, and Coastal Division champion Virginia Tech came up with a solid defensive effort to defeat Atlantic Division rival Boston College 30-12 in the 2008 Atlantic Coast Conference Championship Game at Raymond James Stadium.

The win marked the second straight ACC title and the third in four years for the Hokies, who defeated the Eagles 30-16 in the 2007 championship game. Freshman Darren Evans added 114 yards rushing on 31 carries, including a 10-yard touchdown run, and Dustin Keys set an ACC Championship Game record with a 50-yard field goal. Orion Martin capped the win for the Hokies (9-4) when he recovered a fumble and returned it 17 yards for a TD.

Boston College (9-4) scored a second-quarter touchdown on Dominique Davis' 16-yard pass to Rich Gunnell, who finished the game with seven catches for 114 yards.

SCORE BY QUARTERS

Virginia Tech	7	7	10	6	-	30
Boston College	0	7	0	5	-	12

	VT	BC
First Downs	15	13
Rushing Yards	150	45
Passes Attempted	19	43
Passes Completed	11	17
Had Intercepted	11	2
Passing Yards	84	263
Punting/Avg.	7/42.0	8/35.5
Fumbles/Lost	2/2	3/2
Yards Penalized	7/46	5/49

SCORING SUMMARY

VT: Taylor 5 Run (Keys Kick); VT: Taylor 4 Run (Keys Kick); BC: Gunnell 16 Pass from Davis (Aponovicus Kick); VT: Keys 50 FG; VT: Evans 10 Run (Keys Kick); BC: Aponovicus 24 FG; VT: Martin 17 Fumble Recovery (Kick Failed); BC: Team Safety...**MOP: Tyrod Taylor (VT)**

2010 FedEx Orange Bowl

The Orange Bowl Committee and the Community

Our Mission and Vision

The Orange Bowl Committee was created in 1935 with the mission of generating tourism for South Florida through an annual football game and supporting Festival. Since its inception, the not-for-profit, primarily-volunteer organization, which has grown to 333 members, has expanded beyond the Greater Miami area to become a cornerstone of the entire South Florida community. The Committee is aided by approximately one thousand additional "Ambassadors," community volunteers who make us, the Festival, and our community stronger.

The Orange Bowl brand helped put South Florida on the map and build the community into the popular tourist destination it remains today. While our primary mission for more than 75 years has been to bring tourism to South Florida through an annual football game and festival, we also have maintained a legacy of charitable contributions and community outreach.

Bolstering the Economy

The Orange Bowl Committee works to ensure that South Florida remains in the position of being one of just four communities nationwide with a spot in college football's prestigious Bowl Championship Series and a part of the National Championship rotation, with the next championship scheduled for 2013. Each year our bowl game(s) and affiliated Festival events attract tens of thousands of visitors who fuel the local economy with millions of dollars. This translates into jobs and benefits for local hospitality and service industries and vendors, in line with our mission. It is estimated our 2008-09 bowl games and Festival events generated nearly \$200 million in economic impact and media added value for South Florida during an economic downturn, according to Sports Management Research Institute. This figure is over and above the direct support the Committee provides in a variety of areas on an annual basis.

Support of Intercollegiate Athletics and Higher Education

Payments from the Orange Bowl Committee have contributed to the nearly \$150 million in overall BCS revenue annually; this overall amount is distributed by the BCS to benefit 194 universities throughout the country. Throughout its 75 years of existence, the Committee's payouts have led to participating schools and conferences receiving in excess of half a billion dollars before adjusting for inflation.

In 2008-09, the Orange Bowl Committee provided nearly \$200,000 in funding for scholarships, both directly to deserving high school students and to institutions of higher education. Through programs such as "Field of Dreams," a celebration that recognizes outstanding high school scholars in Broward, Miami-Dade and Palm Beach counties, the ACC Inter-Institutional Scholarship Fund, and other various programs, the Committee has provided more than three quarters of a million dollars in scholarships over the last ten years.

Support of Events, Organizations and Causes

The Committee supports organizations and events both in and outside of South Florida on an annual basis, benefitting numerous charities, funds and groups. In 2008-09, that support totaled approximately \$70,000.

In addition to this annual support, the Committee is also there in times of need, providing funding to those impacted by adverse circumstances, and will continue to in the future. The Committee's donations to institutions, organizations and individuals affected by such things as natural disasters and tragedy over the last four years have totaled \$240,000.

Support of Youth Programs

The Committee also benefits thousands of South Florida youth by generating competition and funding an array of grants, donations and community programs to support this competition.

In 2008-09, we provided in excess of three quarters of a million dollars as well as hundreds of volunteer and staff hours to serve more than 15,000 young football players and cheerleaders who participate in the Orange Bowl Youth Football Alliance. Since the beginning of this program 10 years ago, the Orange Bowl Committee has invested more than \$4 million in youth sports in South Florida.

The Committee also contributes to economic development by providing nearly \$70,000 annually in support of locally-based festival and events, including those that provide participatory opportunities to youth from all over the world, such as Junior Orange Bowl, Orange Bowl Sailing Regatta Series and the Orange Bowl International Tennis Championship. Over the last 10 years, the Committee's support in this area has exceeded \$500,000.

In 2008-09, in recognition of 75-years of community support, the Committee spearheaded a \$5.7 million legacy gift initiative to build a much needed youth football stadium and facilities at Miami's Moore Park. The Orange Bowl Committee is directly contributing \$2.5 million to the project plus design fees, and guaranteed an additional \$700,000. The \$2.5 million gift will be matched by the City of Miami, which is partnering with the Committee to construct Orange Bowl Field at Moore Park, now in the design phase. Moore Park is the site of the 1933 and 1934 Palm Festivals, the predecessor of the Orange Bowl.

A Bright Future

The Orange Bowl Festival is "owned" by the community and the Committee has taken steps to ensure it mirrors South Florida's diversity. Three of our last four presidents have included an African-American, a Hispanic and a woman. As we move forward, the Orange Bowl Committee will continue to generate business for local companies, recharge the region's economic engine, support children...our area's future leaders, and positively shape the face of our community.



Left: During the 2008-09 Festival, the Orange Bowl Committee broke ground at Moore Park, predecessor of the FedEx Orange Bowls in the City of Miami. **Center:** Comprised of nine leagues spread out across eight South Florida counties, the OBYFA is home to more than 15,000 youths. Since its inception, the OBC has invested more than \$4 million in youth sports in South Florida. **Right:** 600 sailors from around the world annually make the voyage to Miami to compete in the Orange Bowl Sailing Regatta Series