



The Chick-fil-A College Football Hall of Fame Unveils “College Football 150” in the Specialty Exhibit Delivered by UPS this Summer

*In Advance of the 150th Birthday of College Football, the New Celebratory Exhibit Features
Artifacts and Memorabilia Dating Back to 1873*

Atlanta (May XX, 2019) – The Chick-fil-A College Football Hall of Fame, in partnership with the National Football Foundation, announces a limited-time, special exhibit to celebrate the 150th anniversary of the game. The display gives fans a look into the history and evolution of the game through the decades.

The College Football 150 display in the Specialty Exhibit delivered by UPS features unique content from the early days of college football and showcases some of the game’s oldest artifacts dating all the way back to 1873. The collection includes special items like a rule book published in 1906, a box of dirt from the site of the first game ever played, a medallion and program from the Centennial 1969 celebration, and an umpire card used in the 1960s. Fans can view a detailed timeline of the progression of the game brought to life with a collection of jerseys, helmets, and other memorabilia.

“We’re excited to celebrate the past 150 years and grateful to be a part of that history,” said Dennis Adamovich, CEO of the Chick-fil-A College Football Hall of Fame. “Our new must-see exhibit pays tribute to the players and coaches who made the game what it is today and celebrates the passion, pageantry and traditions of the game. If you call yourself a college football fan, you need to make a special visit to see the exhibit in person during college football’s biggest season yet.”

About the College Football Hall of Fame

The Chick-fil-A College Football Hall of Fame is a 94,256-square-foot attraction located in the heart of Atlanta's sports, entertainment and tourism district. Adjacent to the Georgia World Congress Center and Centennial Olympic Park, the Hall provides visitors with a highly immersive, interactive and engaging experience using a blend of historic college football artifacts and state-of-the-art, interactive multimedia exhibits. The National Football Foundation (NFF) launched the Hall in 1951 to stand as one of the nation's premier sports shrines, immortalizing the game’s greatest players and coaches as positive role models for future generations. Atlanta Hall Management, Inc., partnered with the NFF to construct and operate

the Hall of Fame attraction, which provides a platform for community outreach, education and character development initiatives, as well as serves as one of Atlanta's premier special event spaces. For more information on the Chick-fil-A College Football Hall of Fame, a 2019 TripAdvisor® Certificate of Excellence recipient, please visit www.cfbhall.com.

About College Football 150th Anniversary (cfb150.org)

College Football 150th Anniversary is a non-profit corporation formed by college football stakeholder groups to plan and administer a national celebration of 150 seasons of collegiate football in 2019. The commemoration will showcase the rich history and traditions of the sport and its positive impact on lives and communities, while also promoting the opportunity it continues to provide to thousands of student-athletes across all levels of the sport.