



## **Chick-fil-A College Football Hall of Fame Enhances Starting Lineup of Exhibits with Two New Cutting-Edge Experiences**

*Goodyear and Kia bring must-see exhibits to the Hall for fans to celebrate the game*

**ATLANTA (January 15, 2020)** – Two new interactive exhibits just debuted at the Chick-fil-A College Football Hall of Fame, including the Goodyear Blimp Exhibit, featuring an AR airship experience and the upgraded Kia Performance Challenge, offering fans the opportunity to see how their football skills measure up. The new additions join the Hall's lineup of more than 50 captivating and engaging exhibits and provide hands-on activities combined with innovative technology to immerse fans in the college football experience.

"As the home of college football, we are constantly looking for new ways to connect with fans and offer them a state-of-the-art experience. These new exhibits will give fans a new perspective and appreciation for the game," said Dennis Adamovich, CEO of the Chick-fil-A College Football Hall of Fame. "Our partners Goodyear and Kia are proud supporters of college football, helping us bring fans these new experiences."

### **Goodyear Blimp Exhibit**

Step inside the Goodyear Blimp Exhibit for a "blimp's eye view" of game day. Watch aerial footage from 40 marquee games and historical blimp-worthy moments, participate in an AR experience operating the blimp camera on game day and snap a photo from the pilot's seat outfitted with a replica dashboard.

### **Kia Performance Challenge**

See how your football skills measure up at the Kia Performance Challenge. Complete a virtual 40-yard dash and jump to record your vertical leap in front of a 75-inch monitor that displays an avatar of the action. Results are tracked on a daily leaderboard displaying the top five individual performances and their school.

Celebrating five years in Atlanta, the Hall will add a third new interactive exhibit to the building in early 2020.

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### **About the Chick-fil-A 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](http://www.cfbhall.com).