

August 7, 2009

## "Excitement Lives Here"

### Great ticket deals available

*Athletic Communications*

**MURFREESBORO, Tenn.** - Middle Tennessee's new slogan for 2009-10 is "Excitement Lives Here" and was created to capitalize on the success the Blue Raiders created last season with some dramatic victories.


Who can forget the fans storming the field following a huge home win over Maryland from the ACC? Then three weeks later freshman Malcolm Beyah made one of the most famous catches in school history when he snagged a "Hail Mary" in the corner of the end zone as time expired to defeat Florida Atlantic on national television. If that was not enough, fans got to see history on senior day as Phillip Tanner scored a conference and school record six touchdowns.

The TV commercials, schedule posters, schedule cards, season ticket brochures and the interactive marketing campaign have been designed to capture the slogan "Excitement Lives Here". Posters and schedule cards can be picked up at the Fan Day on Aug. 16th (Murphy Center), the Kennon Sports Hall of Fame building or the Floyd Stadium ticket office.

### Great ticket deals

The most exciting home schedule in school history will see Memphis and Mississippi State visiting Floyd Stadium and guaranteeing another exciting season. Season ticket packages are on sale now for \$90 which is the same price as last season and includes an additional sixth home game. The Family Fun Zone/Eat For Free plan is available for \$90 which includes \$40 in concession vouchers. Blackout ticket packages include the official Blackout t-shirt and are available for only \$15. For tickets, visit [GoBlueRaiders.com](http://GoBlueRaiders.com) or call 1-888-YES-MTSU.



The new football poster will be available at Fan Day and can also be picked up now in the Kennon Hall of Fame building. (Blue Tractor) 

---

Printed on February 10, 2012

Original URL: <http://www.goblueraiders.com/content.cfm/id/40090>