



CALIFORNIA INTERSCHOLASTIC FEDERATION

STATE MEDIA RELEASE

4658 DUCKHORN DRIVE • SACRAMENTO, CA 95834 • (916) 239-4477 • FAX (916) 239-4478 • CIFSTATE.ORG

FOR IMMEDIATE RELEASE
Wednesday, December 7, 2011

Contact: Rebecca Brutlag,
Media Relations Officer
rbrutlag@cifstate.org

*** MEDIA ADVISORY ***

CIF STATE SELECTION SUNDAY, DECEMBER 11 *CIF to Announce Teams Participating in 2011 State Football Championship Bowl Games*

SACRAMENTO – The 10 teams selected to participate in the 2011 CIF State Football Championship Bowl Games presented by Farmers will be announced Sunday, December 11, at the Home Depot Center in Carson. The teams will be announced first on Time Warner Cable's live Selection Show, beginning at 3:00 p.m. and then on the CIF State web site (www.cifstate.org). See below for channel listings.

Media availability and concurrent teleconference announcing the selected teams will take place at the Home Depot Center in Suite 6 on the south concourse. CIF Executive Director Marie M. Ishida and Event Director Ken Gunn will address the media regarding the selections and the process. The media availability/teleconference begins at 3:30 p.m.

Media members who wish to attend the **media availability in person must RSVP to Rebecca Brutlag at the CIF State Office no later than 4:30 p.m., Friday, December 9** (rbrutlag@cifstate.org). Media unable to attend can participate in the concurrent teleconference. Please contact Rebecca Brutlag for the phone number and access code for the teleconference. **{NOTE: The teleconference number is for media use only and is NOT to be distributed to the general public.}**

As a reminder, only Section Champions are eligible for selection in the CIF State Football Championship Bowl Games. Teams are also selected based on won-loss record, strength of schedule, head-to-head competition and common opponents. There are a total of 49 Section champions this year, 22 from Northern California and 27 from Southern California.

The media will have an opportunity to interview the participating head coaches on **Monday, December 12**. Media are invited to a luncheon at the Home Depot Center, American Express Stadium Club Restaurant from 11:30 a.m. – 12:15 p.m., and will be allowed to table-hop and speak with the coaches and other school administrators from the 10 participating teams. Please be aware that coaches are not required to attend this meeting, so all 10 coaches may not be in attendance. Additionally, Northern California participants should be interviewed first due to their early afternoon departures. **Media members who wish to attend the luncheon must RSVP to Rebecca Brutlag no later than 5:00 p.m. on Sunday, December 11.**

Time Warner Cable will host the CIF State Football Championships presented by Farmers Selection Show live on Sunday, December 11 from 3:00-4:00 p.m.:

- Los Angeles - Time Warner Cable's SoCal 101
- San Diego - Time Warner Cable's Channel 411
- Desert Cities -Time Warner Cable's Channel 111

– more –

UPCOMING CIF STATE FOOTBALL MEDIA AVAILABILITIES

SUNDAY, DECEMBER 11, 2011

- ANNOUNCEMENT:** The selected teams will be announced to the public first on Time Warner Cable's live Selection Show beginning at 3:00 p.m. and then on the CIF State web site (www.cifstate.org).
- WHAT:** Press Conference and Teleconference Announcing 10 Participating Teams for 2011 CIF State Football Championship Bowl Games
- WHO:** CIF Executive Director Marie M. Ishida and Event Director Ken Gunn
- WHERE:** Home Depot Center, Suite 6 (concourse level, south end)
- WHEN:** 3:30 p.m. (Teleconference)
- MEDIA AVAILABILITY:** Please contact Rebecca Brutlag (rbrutlag@cifstate.org) by 4:30 p.m. on Friday, December 9, if you plan to attend the media availability, your name will need to be on the gate list to enter the stadium, given that the venue is otherwise closed that day.
- TELECONFERENCE:** Contact Rebecca Brutlag at the **email address** above if you plan to participate in the teleconference so you can receive the telephone number and access code for the call. **{NOTE: The teleconference number is for media use only and is NOT to be distributed to the general public.}**

MONDAY, DECEMBER 12, 2011

- WHAT:** Luncheon with Media and Head Coaches/Administrators from the 10 Teams Selected to participate in 2011 CIF State Football Championship Bowl Games **(Coaches are not required to attend so all 10 may not be in attendance).**
- WHO:** Head Coaches and School Administrators of All 10 Participating Teams, CIF Event Management Staff and Media
- WHERE:** Home Depot Center, American Express Stadium Club Restaurant (concourse level, south end)
- Please contact Rebecca Brutlag rbrutlag@cifstate.org by 5:00 p.m. on Sunday, December 11, if you plan to attend the luncheon.
- WHEN:** 11:30 a.m. – 12:15 p.m.