



**5th ANNUAL
NATIONAL COLLEGE FOOTBALL DAY
SATURDAY, NOVEMBER 1, 2008**

60-SECOND READER

Today is National College Football Day, celebrating the anniversary of the birth of an American institution.

On the first Saturday in November of 1869, Rutgers and Princeton staged college football's first game. Ever since, the sport has become ingrained in our culture. To honor the great spectacle that is college football, the AT&T Cotton Bowl Classic created this annual holiday.

Today, as we celebrate the fifth annual National College Football Day, members of the American Football Coaches Association, the Football Writers Association of America and the National Association of Division I-A Football Officials are wearing commemorative lapel pins.

This year, National College Football Day continues to have added significance, teaming with The V Foundation for Cancer Research to increase awareness and raise money in the fight against cancer.

For more information on National College Football Day, and to make a donation to The V Foundation for Cancer Research, go to nationalcollegefootballday.com.