



# P R E S S   R E L E A S E

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**Media Contact: Jay Clark, Lonewolf Communications  
303-775-0417; JLC@LonewolfCommunications.net  
Adrenalin Contact: Daniel Price  
303-454-8888, x102; DPrice@GoAdrenalin.com**

## **University of Denver Touts Learfield Sports Director's Cup Awards and Consumer Value in Branding**

**DENVER, Colo.** – In an effort to drive attendance to NCAA Division I varsity sports contests in a market crowded with professional sports teams, the University of Denver Division of Athletics and Recreation teamed with Adrenalin, the Brand Expansion Team™, to tout DU's nationally recognized sports excellence and the tremendous consumer value at the Pioneers' unparalleled facilities.

For the fourth consecutive year, DU earned the coveted Learfield Sports Director's I-AAA Cup for the 2010-2011 academic year. The prestigious award goes to the highest achieving NCAA Division I non-football athletics program. Points are awarded based on each institution's finish in up to 20 sports: 10 women's and 10 men's.

University of Denver Athletics continues its commitment to offer affordable ticket prices for live major NCAA Division I college sports at one of the nation's premier sports facilities, the Daniel L. Ritchie Center for Sports and Wellness located in the heart of Denver on the DU campus. Highlighting the premier on-campus facilities is Magness Arena, Peter Barton Lacrosse Stadium and CIBER Field at the University of Denver Soccer Stadium.

Magness Arena hosts the seven-time NCAA champion DU hockey team and the emerging Pioneer men's and women's basketball programs. Peter Barton Lacrosse Stadium (the only dedicated lacrosse stadium west of the Mississippi River) hosts the 2011 NCAA Final Four men's program and nationally-competitive women's program. In addition, Hamilton Gymnasium hosts the nationally-ranked women's gymnastics team and volleyball program.

To highlight these great advantages in the Denver market, DU turned to Adrenalin, the Brand Expansion Team™, to come up with a classic and consistent concept. Adrenalin came up with a school pennant design that stands out and is instantly recognizable that prominently features DU's Learfield Sports Director's Cup win.

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“Holding the distinction of being the nation’s best non-football athletic department in Division I is something DU needs to communicate to people, especially here in the Denver market,” said Adrenalin Principal Dan Price. “We see DU’s proven level of excellence in all sports and the amazing value of Pioneer tickets as two differentiating points for them to consumers in a competitive sports marketplace that is traditionally focused on the area’s pro teams.”



**MEDIA NOTE:** High resolution copies of the above graphics are available on request

For more information about Adrenalin, the Brand Expansion Team™, visit us online at [www.GoAdrenalin.com](http://www.GoAdrenalin.com).