



NEW YEAR'S EVE Celebration

FOOTBALL, FIREWORKS, AND COUNTRY MUSIC

FOR IMMEDIATE RELEASE

October 16, 2018

TAXSLAYER GATOR BOWL ANNOUNCES NEW YEAR'S EVE CELEBRATION FEATURING FOOTBALL, FIREWORKS AND COUNTRY MUSIC

JACKSONVILLE, Fla., (October 16, 2018) — TaxSlayer and the TaxSlayer Gator Bowl alongside Mayor Lenny Curry and TaxSlayer Gator Bowl Chairman Jamie Shelton announced plans for the 2018 TaxSlayer Gator Bowl New Year's Eve Celebration. The event will be anchored by the TaxSlayer Gator Bowl game, feature a post-game concert by Platinum-selling recording artist Cole Swindell, and conclude with fireworks at midnight to ring in 2019.

“A primetime slot for the TaxSlayer Gator Bowl provides the perfect opportunity for our committee to create a unique and exciting New Years’ experience for fans traveling to our city and locals alike,” said TaxSlayer Gator Bowl Chairman Jamie Shelton. “Our team has crafted a game day experience that is exciting and has a little bit of something for everyone – college football, country music, and New Year’s Eve at the “Bank”.”

TaxSlayer Gator Bowl game day will kick off at 2:00 p.m. with the VyStar 5K Run presented by the TaxSlayer Gator Bowl at the Jacksonville Landing. Stadium gates will open three hours prior to kick off with a happy hour at the “Bank” and tailgate party. The 74th annual TaxSlayer Gator Bowl will kick-off at 7:30 p.m. and feature a team from the Southeastern Conference facing off against an opponent from the Atlantic Coast Conference, Big Ten Conference or Notre Dame. Immediately following the game, a stage will be built on the playing field where Platinum-selling recording artist and record-breaking 10-time No. 1 singer/songwriter Cole Swindell will perform presented by TaxSlayer and produced by Ballpark Music. The evening will conclude with a countdown to midnight and fireworks will deploy from the North Endzone scoreboards to officially ring in 2019. Tickets to the game include complimentary access to the pre-game happy hour and TaxSlayer tailgate party, post-game concert and fireworks show.

“The TaxSlayer Gator Bowl continues to be a key economic driver in our city and provides us with a unique opportunity to introduce our out-of-town guests to all that Jacksonville has to offer,” said Mayor Lenny Curry. “The TaxSlayer Gator Bowl New Year’s Eve Celebration promises that no matter which two teams are selected to play in the football game, this is a can’t miss event for Jacksonville and team specific-fans alike.”

Tickets for the TaxSlayer Gator Bowl New Year's Eve Celebration are available at www.taxslayergatorbowl.com. **Final team selection for the TaxSlayer Gator Bowl is Sunday, December 2, 2018.**

TaxSlayer Gator Bowl New Year's Eve Celebration

Happy Hour at the TaxSlayer Tailgate Party

TIAA Bank Field South Endzone Pavilion

4:30 p.m.

FREE admission with TaxSlayer Gator Bowl Ticket

74th Annual TaxSlayer Gator Bowl

SEC vs. ACC/Big Ten/Notre Dame

TIAA Bank Field

ESPN

7:30 p.m.

Post-Game Concert featuring Cole Swindell

presented by TaxSlayer

TIAA Bank Field

FREE with TaxSlayer Gator Bowl Ticket

New Year's Eve Fireworks Show

TIAA Bank Field

12:00 a.m.

FREE with TaxSlayer Gator Bowl Ticket

###

Media Contact:

Katie Cox

(904) 798-5983 or (316) 305-2333

katie@taxslayerbowl.com

About TaxSlayer Gator Bowl

The TaxSlayer Gator Bowl will be played on Monday, Dec. 31, 2018, at 7:30 p.m. at TIAA Bank Field in Jacksonville, FL and will be nationally televised on ESPN. The 74th annual game will feature a team from the Southeastern Conference versus a team from the Atlantic Coast Conference, Big Ten Conference, or Notre Dame.

TaxSlayer Bowl and Franklin American Mortgage Music City Bowl Partnership:

The TaxSlayer Bowl and the Franklin American Mortgage Music City Bowl have forged a partnership that allows the two Bowls to determine which Bowl selects a Big Ten team and which Bowl selects an ACC team in each year of this six-year agreement.

About TaxSlayer

TaxSlayer makes life simpler and less stressful for millions of Americans with exceptional, easy-to-use technology. Trusted for over 50 years, TaxSlayer saves business owners, tax professionals and individual consumers time and money with high-quality, high-value financial products. In addition to offering the top-rated tax preparation software, support, and tools, TaxSlayer's products are radically transforming the legal, bookkeeping, and HR/payroll arenas, helping small business owners better serve their customers.

The company successfully completed more than 10 million state and federal e-filed tax returns in 2018 with \$12 billion in refunds. TaxSlayer was highest rated in four categories including ease of use, speed of filing, best value, and most trusted according to the 2017-18 American Online Tax Satisfaction Survey.

About Cole Swindell:

In just over four years since he made his debut on Warner Bros. Records, Swindell has racked up an impressive and incomparable record-breaking SEVEN No. 1 singles (the only solo artist in the history of the Country Aircheck/Mediabase to top the charts with first seven singles); 10 No. 1 singles as a songwriter; one 1 billion+ audience reaching single (“You Should Be Here”), six Platinum singles; one Gold single; a Platinum-certified debut album; a Gold-certified sophomore album (You Should Be Here) and over 1 BILLION on-demand streams as well as numerous SONGWRITING honors and awards including being the reigning NSAI Songwriter/Artist of the Year (2016), winning two CMA Triple Play Awards in both 2015 and 2016 (for penning three No. 1 songs in a 12 month span) and Music Row’s Breakthrough Songwriter of the Year during his debut (2015). The Georgia native released his current and 9th career single “Break Up In The End,” the first single from his third album, All of It, for Warner Bros. Records/Warner Music Nashville on August 17. The album debuted at No. 1 on the Billboard Country album chart and No 7 on the Billboard Top 200.

Swindell performed the hit single on this summer’s ABC Television special CMA Fest and performed it when he headlined the NBC’s Citi Concert Series on TODAY on August 17. Last year, Swindell performed his 7th career No. 1 single “Flatliner,” which features his mentor/friend and 2017 WHAT THE HELL WORLD TOUR mate Dierks Bentley, on the 52nd Academy of Country Music Awards telecast live on CBS and again on the ABC Television “CMA Fest” special. He also realized a career goal with performing “Stay Downtown” on both The Ellen Degeneres Show and the Tonight Show starring Jimmy Fallon. Since launching his career in 2014, Swindell has toured with the biggest superstars in country music including Luke Bryan, Kenny Chesney, Jason Aldean, Florida Georgia Line, Dierks Bentley and has sold out all four of his Down Home Tours in support of each of his Down Home Session EPs (I, II, III and IV).

Swindell wrapped his first career headlining tour this spring– Reason To Drink Tour with two of country music’s biggest rising stars Chris Janson and Lauren Alaina joining him and just kicked off the fall leg Monster Presents, Cole Swindell & Dustin Lynch on the Reason To Drink...Another Tour with Lauren Alaina which will run through the end of 2018.