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FOR IMMEDIATE RELEASE

Franklin American Mortgage Music City Bowl Has 5 Million in Viewership for the 4th Consecutive Year

NASHVILLE, Tenn.(Feb. 5, 2018)— The Franklin American Mortgage Music City Bowl announced today that this year’s game between Northwestern University and the University of Kentucky, played on December 29, 2017, at 3:30 p.m. CST, delivered a total live audience of 5,054,466 viewers on ESPN.

The Franklin American Mortgage Music City Bowl has reached over five million viewers in four consecutive years. 48,675 fans attended the 20th Bowl game, making the total attendees 1,103,173 over its 20-year history.

The 20th Anniversary of the Franklin American Mortgage Music City Bowl featured the Wildcats of the Southeastern Conference and Big Ten. Kentucky participated for the fifth time which has been the most of any school in the history of the Bowl. Northwestern competed for the first time in Franklin American Mortgage Music City Bowl history.

Fans were treated to a one-point game, with Northwestern holding on for a 24-23 victory when Kentucky’s two-point conversion attempt failed in the game’s closing seconds. Northwestern’s career leading rusher, Jalen Jackson, was the game’s 2017 Most Valuable Player, totaling 157 yards and two touchdowns.

About the Bowl:

The Franklin American Mortgage Music City Bowl (501(c)(3) non-profit organization) is an annual post-season collegiate Bowl featuring the Atlantic Coast or Big Ten and Southeastern Conferences. Since its inception, the Bowl has produced nearly \$291 million in direct economic impact. Televised nationally to millions of viewers and listeners on ESPN and ESPN Radio, the Bowl is *Nashville’s Holiday Tradition*. For more information, call the Bowl office at 615.743.3130 or visit the Bowl online at MusicCityBowl.com.

Viewership number reflects traditional TV audience in addition to streaming and out-of-home audience.