



## **THE CW NETWORK TO BROADCAST THE 2023 BARSTOOL SPORTS ARIZONA BOWL**

**8th Annual College Football Bowl Game to Air Live from  
Tucson on Saturday, December 30**

November 30, 2023 (Burbank, CA) – The CW Network today announced that it will become the exclusive broadcast home of the **2023 BARSTOOL SPORTS ARIZONA BOWL**. Now in its eighth year, the game features two bowl-eligible teams from the Mountain West Conference and Mid-American Conference and will air live from Arizona Stadium in Tucson on Saturday, December 30 at 4:00 p.m. ET.

“As The CW continues its expansion into live sports, we are thrilled to partner with Barstool Sports to bring our viewers the **2023 BARSTOOL SPORTS ARIZONA BOWL**,” said Brad Schwartz, President of Entertainment, The CW Network. “The CW is quickly becoming a destination for college football fans every Saturday thanks to our partnership with the ACC, which has delivered some of the biggest ratings in the history of the network. We look forward to continuing this momentum with our first bowl game, delivered in the iconoclastic Barstool fashion.”

The **2023 BARSTOOL SPORTS ARIZONA BOWL** will feature some of Barstool’s biggest content creators calling the game—including Dave Portnoy, Dan “Big Cat” Katz, and Jake Marsh. Caleb Pressley and Adam “Rone” Ferrone will serve as sideline reporters. Participating teams will be announced at a later date.

In 2015, the Arizona Bowl became one of three new bowl games sanctioned by the NCAA. Founded by Arizona Sports and Entertainment Commission (ASEC), Alan Young, Kemp Ellis, Nikki Balich, Mark Irvin, Ali Farhang, and Fletcher McCusker, the Mountain West Conference, and Campus Insiders in a joint venture, the inaugural game was held on December 29, 2015. Now, each year football fans come together to support the bowl-eligible teams.

The **2023 BARSTOOL SPORTS ARIZONA BOWL** joins a growing roster of live sports on The CW Network, including ACC football and basketball games airing Saturdays and LIV Golf. The CW is also the new home of the Emmy-award winning weekly studio series “Inside the NFL” and will broadcast WWE NXT beginning in 2024 and NASCAR Xfinity Series beginning in 2025. The network will soon offer more than 500 hours of sports programming year-round.

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## **ABOUT THE CW NETWORK**

The CW Network, LLC is one of America's major broadcast networks and reaches 100% of US television households. The CW delivers 15 hours of primetime entertainment programming per week in addition to over 300 hours of sports per year as the broadcast home to LIV Golf, ACC football and basketball games, "Inside the NFL," WWE NXT beginning in 2024 and NASCAR Xfinity Series beginning in 2025. The fully ad-supported CW App, with more than 96 million downloads to date, is available for free to consumers on all major platforms and is home to the latest episodes and seasons of The CW's primetime programming, live streaming of LIV Golf tournaments and a library of entertaining film and television content for on-demand viewing. The CW is 75%-owned by Nexstar Media Group, Inc. (NASDAQ: NXST), a leading diversified media company and largest CW affiliate group with 42 CW and CW Plus affiliates, covering 39% of the population. For more information about The CW, please visit [www.cwtv.com](http://www.cwtv.com).

## **ABOUT BARSTOOL SPORTS**

Barstool Sports is one of the most influential sports, lifestyle and entertainment media brands on the internet. With a rich 20-year history, Barstool creates innovative, comedic content with massive distribution on multiple platforms, including podcasts, video, social, live events and pay-per-view. To date, the brand has one of the most highly coveted, fiercely loyal, and incredibly engaged audiences. Reaching over 230M fans across social and rapidly growing, Barstool Sports remains the 6th largest brand in the world on TikTok. Since the beginning, Barstool Sports has always been about giving back to the community, raising millions of dollars for those in immediate need. The Barstool Fund, launched in the early days of the pandemic to assist small businesses who were impacted, raised over \$40M.

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