

By: Marquez

H.R. No. 443

R E S O L U T I O N

1 WHEREAS, The Sun Bowl in El Paso is celebrating its 80th
2 anniversary in 2013, and this occasion provides a welcome
3 opportunity to acknowledge the history and significance of this
4 venerable football bowl game; and

5 WHEREAS, Created by the El Paso Kiwanis Club in 1934 as a
6 fund-raiser to benefit underprivileged children and to finance
7 improvements to the El Paso High School Stadium, the first Sun Bowl
8 was played on New Year's Day 1935; it pitted a team of El Paso High
9 School all-stars against the high school squad from Ranger and
10 ended with a 25-21 El Paso victory; and

11 WHEREAS, Later that same year, area civic leaders decided to
12 make the game a college competition, and the Sun Bowl Association
13 was founded with a threefold purpose: to present a football
14 attraction of national importance, to promote El Paso and the
15 Southwest, and to generate tourism income for the area; the first
16 collegiate Sun Bowl took place in 1936 between New Mexico State and
17 Hardin-Simmons University and ended in a 14-14 tie; in subsequent
18 years, the event often matched the champion of the Border
19 Intercollegiate Athletic Association against the best available
20 opponent; and

21 WHEREAS, The first game to be played in the present Sun Bowl
22 Stadium was the 1963 contest, in which Oregon beat Southern
23 Methodist University 21-14; the following year, the battle between
24 Georgia and Texas Tech was the first to be televised, and each Sun

1 Bowl since 1968 has been broadcast to a national audience by CBS;
2 and

3 WHEREAS, Originally built with a capacity of 31,000, Sun Bowl
4 Stadium was later expanded to accommodate more than 51,000 people,
5 with the renovation being completed in time for the 1982 bowl game
6 between Texas and North Carolina; attendance has exceeded 50,000
7 for eight of the bowl games, including the 2010 showdown between
8 Notre Dame and Miami, which drew a record crowd of 54,021; and

9 WHEREAS, In 1986, John Hancock Financial Services entered
10 into a multiyear contract with the Sun Bowl Association, making the
11 game the first postseason classic to be commercially sponsored;
12 subsequent sponsors have included Wells Fargo Bank, Vitalis, Brut,
13 and Hyundai Motor America; and

14 WHEREAS, Through the years, the Sun Bowl has provided fans
15 with an opportunity to see some of the most talented individuals in
16 the sport; both Tony Dorsett and Barry Sanders went on to win the
17 Heisman Trophy the year after they appeared in the Sun Bowl; Mr.
18 Dorsett is also among the Sun Bowl players who were later inducted
19 into the NFL Hall of Fame, a group that also includes Sid Gillman,
20 Don Maynard, and Merlin Olsen; two additional hall-of-famers, Sammy
21 Baugh and Bill Walsh, coached in the Sun Bowl; other prominent
22 alumni include Ara Parseghian, James Lofton, Priest Holmes, and
23 LaDainian Tomlinson; and

24 WHEREAS, In addition to producing a stellar football contest
25 year after year, Bernie Olivas, the executive director of the Sun
26 Bowl Association, and his fine staff routinely organize a number of
27 other popular community events; in 2012, these included the

1 FirstLight Federal Credit Union Sun Bowl Parade, the WestStar Bank
2 Don Haskins Sun Bowl Invitational basketball tournament, the
3 Academy Sports + Outdoors Sun Bowl International Soccer Tournament,
4 the Western Refining College All-America Golf Classic, and the Sun
5 Bowl Fan Fiesta; and

6 WHEREAS, The Sun Bowl has been an integral part of the rich
7 tradition of college football over the course of eight decades,
8 while also serving as a valuable showcase for El Paso and the State
9 of Texas, and this classic gridiron event is indeed deserving of
10 acclaim in this special milestone year; now, therefore, be it

11 RESOLVED, That the House of Representatives of the 83rd Texas
12 Legislature hereby commemorate the 80th anniversary of the Sun
13 Bowl, and extend sincere best wishes to the event's organizers for
14 continued success; and, be it further

15 RESOLVED, That an official copy of this resolution be
16 prepared for the Sun Bowl Association as an expression of high
17 regard by the Texas House of Representatives.