



ON YOUR SIDE



FIRST ON FOX

## **WVBT FOX43 SCORES WITH *THE OLD DOMINION FOOTBALL SHOW***

*For Immediate Release*

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**Portsmouth, VA – August 12, 2010:** Get your game face on as FOX43 and the most successful start up college football program in NCAA history team up to debut *The Old Dominion Football Show with Bruce Rader and Coach Bobby Wilder*, on Friday September 10<sup>th</sup>. Sponsored in its entirety by Priority Automotive, the weekly show will be broadcast every Friday night at 10:45 pm during the college football season exclusively on FOX43.

“Priority Automotive is proud to sponsor *The Old Dominion Football Show with Bruce Rader and Coach Bobby Wilder* and to be associated with the amazingly successful football program,” said Dennis Ellmer, President of Priority Automotive. “I hope our participation in this prime time show will help take the entire athletic program to another level by augmenting recruiting and increasing the University’s media exposure.”

*The Old Dominion Football Show* is not your ordinary coach’s show! You’ll feel like you’re on the 50-Yard line for all of the action every Friday at 10:45pm only on FOX43! *The Old Dominion Football Show* gives college football fans a unique look inside the Monarchs football program, as well as all the behind-the-scenes excitement of the game day experience. Coach Bobby Wilder and WAVY News 10 / FOX43 Sports Director Bruce Rader will not only take a look ahead to the week’s opponent, but will also highlight team players, the coaching staff, the campus, and growing fan base.

“This will be unlike any football show you have ever seen,” said WAVY News 10 / FOX43 Sports Director Bruce Rader. “Coach Bobby Wilder and I won’t be breaking down week old film like you generally see on most other college football shows. Our program will be feature-oriented, interactive and most of all, FUN!”

*The Old Dominion Football Show* can also be seen online at WAVY.com. It’s the perfect place to watch must-see plays, listen to coach and player interviews and interact with the team like never before! The Monarchs open their 2010 season against

Jacksonville Saturday, September 4<sup>th</sup> at 6:00 pm at Foreman Field at S.B. Ballard Stadium.

“This is an incredible opportunity for our fans to get a closer look at our program and community,” said Old Dominion Football Coach Bobby Wilder. “It’s going to be an exciting season ahead and we are glad our 12<sup>th</sup> Monarchs get to come along for the ride.”

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