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NEWS RELEASE

Sept. 30, 2009

Contact: Trisha Piedalue, Southgate Mall marketing director, 406-721-5140 ext. 19, trisha@shopsouthgate.com.

UM HOMECOMING KICKS OFF SUNDAY AT SOUTHGATE MALL

MISSOULA —

Dress up in maroon and silver and show support for The University of Montana and the Griz at UM's 2009 Homecoming Kick-off Celebration on Sunday, Oct. 4, at the Southgate Mall.

The celebration begins at 1 p.m. at the Southgate Mall Clock Court with the fun Griz flair of the UM Marching Band Drumline. Events continue until 3 p.m. with featured guests Monte, UM's mascot, and the University's Cheer Squad and Dance Team, who will perform favorite Griz routines.

Folks who attend will have a chance to win Griz gear, game tickets and other great prizes. They also can register to win the Ultimate Tailgate Party, which includes a reserved tailgate area and use of an RV for the tailgate, food and beverages for 20, six tickets to the sold-out Oct. 10 Grizzly Homecoming football game, and Griz gear donated by the merchants of Southgate Mall and UM's Alumni Association. Registration for the Ultimate Tailgate Party will continue Oct. 4-8 at the Southgate Mall Clock Court.

The Homecoming Kick-off Celebration and the Ultimate Tailgate Party giveaway are presented by UM's Office of Alumni Relations, Southgate Mall and 102.5 Mountain FM.

"This is such a fun and festive time of year for the whole city," said Southgate Mall Marketing Director Trisha Piedalue. "We are so proud to be a part of the Homecoming events and to unite with hometown support for our University."

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