



BLUE ENTERTAINMENT SPORTS TELEVISION

National Football Challenge

For Immediate Release: **May 5, 2008**

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**NORTH GWINNETT HIGH SCHOOL AND BLUE ENTERTAINMENT SPORTS
TELEVISION TO ANNOUNCE "NATIONAL FOOTBALL CHALLENGE"**

SUWANEE, GA (May 5, 2008) – Coming off the most successful season in school history, North Gwinnett head coach Bob Sphire is looking to continue the growth of the Bulldogs' football program by inviting the nation's elite to Suwanee to kick-off the 2008 season. North Gwinnett High School has partnered with Blue Entertainment Sports Television to create the "National Football Challenge," a new premier high school football doubleheader that will rank among the nation's top prep events. A press conference will be held Thursday, May 8, to officially announce the event.

WHAT: Press conference announcing the National Football Challenge at North Gwinnett High School.

WHEN: Thursday, May 8, 2008 at 1:30 p.m.

WHERE: North Gwinnett High School – 20 Level Creek Road, Suwanee, Ga.
In the North Gwinnett High School Broadcast Studio

WHO: All media are invited to attend. **Please reply to this email if planning on attending this press conference.**

INTERVIEW

OPPORTUNITY: North Gwinnett Principal Dr. John Green and Head Coach Bob Sphire will be available for interviews immediately following press conference. North Gwinnett High School football team will be practicing and videotaping will be permitted.