

The OFFICIAL
25TH Anniversary Celebration



LEGENDS OF THE CHICAGO BEARS

**** A ONCE IN A LIFETIME EXCLUSIVE EVENT ****
Stories you've never heard before from the
Super Bowl XX Champions!!

COACH MIKE DITKA
JIM MCMAHON - RICHARD DENT
WILLIE GAULT - DAN HAMPTON - GARY FENCIK
1985 CHICAGO BEARS TEAM

TICKETS GO ON SALE SATURDAY, AUG. 27TH AT 12 NOON

Coach Mike Ditka is announcing the 'official' celebration of the 25th Anniversary of Super Bowl XX – **GLORY DAYS 'Legends of the Chicago Bears,'** on November 5, 2010 at the Arie Crown Theater.

Coach Mike Ditka, Richard Dent, Jim McMahon, Dan Hampton, Gary Fencik and Willie Gault will take the stage along with other members of the **1985 Chicago Bears Team**. "I am thrilled to get all the guys back together again – they are still a group of characters with character. I was part of a GLORY DAYS event in Dallas, and I haven't laughed that much in 10 years. I can't wait to see what stories come out at this one!" Ditka said.

The evening of storytelling will feature Coach Ditka and his 1985 team as they re-live Chicago's Super Bowl winning season - the excitement, the fun and the never-before-heard stories told by the Super Bowl Champions themselves. The Chicago Bears Football Club will also be joining Coach Ditka for the celebration. "We are excited to celebrate the 25th anniversary of the '85 Bears with many of the people who made the

team one of the NFL's all-time best," Senior Director of Business Development Brian McCaskey said. "It was a special season shared by the entire city of Chicago. I still believe the NFL has never seen a more dominant team than ours. Many of my favorite Bears memories are from that championship season."

GLORY DAYS 'Legends of the Chicago Bears' tickets go on sale to the public on August 28, 2010 at noon. Ticket prices are \$49, \$99, \$149 and \$199. More than 50% of tickets are \$99 or less. Tickets and VIP Packages are available at www.glorydayschicago.com. A portion of the proceeds from ticket sales goes to the Gridiron Greats Assistance Fund, an organization that provides medical and financial assistance to retired NFL players in dire need.

The television broadcast of this evening of storytelling, GLORY DAYS 'Legends of the Chicago Bears,' will air on NBC 5 Chicago as a one-hour special, and a half-hour GLORY DAYS 'Behind-the-Scenes' show, giving fans at home a taste of the VIP experience at the GLORY DAYS event. "The Glory Days special promises to be great television for all Bears fans and especially fans of the '85 team said Larry Wert, President NBC Local Media Central and Western Region. "The tough part will be editing the storytelling down to an hour... and of course, the bleeps!"

GLORY DAYS 'Legends of the Chicago Bears' – 1 Hour TV Special on NBC 5 -

Dec. 4: 7-8 PM, Dec. 19: 12-1 PM, Jan. 8: 2-3 PM

GLORY DAYS 'Behind the Scenes' 30-minute Special on NBC 5 – Dec. 12: 11:30-12

PM, Dec. 18: 1-1:30 PM, Dec. 25: 5-5:30 PM

Partner radio station, ESPN 1000, will give away two exclusive premium ticket packages every week leading up to GLORY DAYS 'Legends of the Chicago Bears' event. "ESPN 1000 is very excited to be the exclusive radio partner to the celebration surrounding the 25th anniversary of Super Bowl XX. Our association with Coach Ditka should provide for an especially colorful broadcast every Thursday during this NFL season," said John Cravens, General Manager of ESPN 1000.

GLORY DAYS 'Legends of the Chicago Bears' is part of the GLORY DAYS Reunion Roadshow, produced by Legacy Events & Entertainment, showcasing the Legends of Sport from championship teams in the world of sport. For more information, contact: Kelly Youngs, Legacy Events & Entertainment, (904) 315-8833.

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