



FOR IMMEDIATE RELEASE

2024 SCOOTER'S COFFEE FRISCO BOWL SCHEDULED FOR DECEMBER 17 AT TOYOTA STADIUM

Game will air exclusively on ESPN

Frisco, TX (June 6, 2024) — The college bowl season returns to Frisco, Texas, with the 2024 Scooter's Coffee Frisco Bowl on Tuesday, December 17, at 8 p.m. CDT/9 p.m. EST at Toyota Stadium. The game will air live on ESPN.

The 2024 edition of the bowl game will feature two teams from the following conferences: American Athletic Conference, Conference USA, Mid-American Conference, Mountain West Conference, or the Sun Belt Conference.

The Frisco Bowl is one of 17 college football bowl games owned and operated by ESPN Events.

Frisco Bowl by the Numbers

- Since 2019, 101 players who have competed on teams in the Frisco Bowl have been drafted by an NFL franchise or signed NFL free agent contracts.
- In 2023 alone, 16 players who competed for teams in the Frisco Bowl at Toyota Stadium were NFL draft picks or signed free agent NFL contracts.
- Since 2014, the Frisco Bowl (formerly the Miami Beach Bowl) is college football's third-highest scoring bowl game, averaging a combined 67.7 points per game.
- The 2023 Frisco Bowl saw UTSA from the American Athletic Conference win their first ever bowl game by defeating Marshall University out of the Sun Belt Conference in an exciting 35-17 victory.

Tickets

Tickets to the 2024 Scooter's Coffee Frisco Bowl will go on sale later this Fall. For VIP pre-sell access to bowl tickets, please click [here](#) or visit www.TheFriscoBowl for more information.

About the Frisco Bowl

The Frisco Bowl is an annual NCAA sanctioned post-season Division I Football Bowl Subdivision (FBS) college football bowl game played in Frisco, Texas, at Toyota Stadium. The bowl game is owned and operated by ESPN Events, a division of ESPN. The Frisco Bowl originated in Miami as the Miami Beach Bowl before moving to Frisco in 2017.

About ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a portfolio of collegiate sporting events nationwide. In 2024, the 34-event schedule includes four early-season college football kickoff games, 17 college bowl games, 10 college basketball events, the premiere regular season college softball and gymnastics events, as well as the Band of the Year National Championship. Collectively, these events account for over 400 hours of live programming on ESPN platforms, reaching 60 million viewers and attracting more than 650,000 annual attendees. Each year, the portfolio of events features more than 20 Division I conferences and hosts over 4,000 participating student-athletes. With satellite offices in more than 10 cities across the country, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

Follow ESPN Events on [Facebook](#), [Twitter/X](#) and [YouTube](#). [ESPN Events Press Kit](#)

About Scooter's Coffee

Founded in 1998 by Don and Linda Eckles in Bellevue, Nebraska, Scooter's Coffee uses only the finest coffee beans in the world, which are roasted by its affiliated company, Harvest Roasting, in Omaha, Nebraska. In over 25 years of business, the key to Scooter's Coffee's success is simple: stay committed to the original business principles and company's four core values, which are Integrity, Love, Humility and Courage. The Scooter's Coffee Brand Promise, often recited to franchisees, customers and employees, is: "Amazing People, Amazing Drinks... Amazingly Fast!®" It represents the company's business origins and reflects a steady commitment to providing an unforgettable experience to loyal and new customers.

-XX-

Media Contacts

Frisco Bowl Media Coordinator: Ray Mallouk, 214-403-8334, RMallouk@Breakaway-Sports.com

ESPN Media Contact: Danny Chi, 213-405-4400, Danny.C.Chi@ESPN.com

Toyota Stadium Media Contact: Gina Miller, 214-455-4501, GMiller@FCDallas.com

Scooter's Coffee Contact: Brandon Bartling, 531-257-2794, Brandon.Bartling@scooterscoffee.com