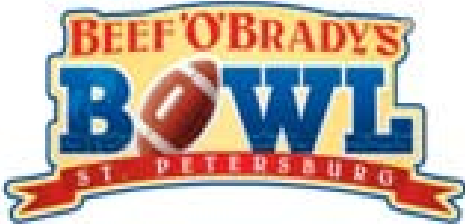


USM Accepts Invitation to Beef `O` Brady's Bowl

HATTIESBURG – USM [has accepted an invitation](#) to participate in the Beef `O` Brady's Bowl in St. Petersburg, FL, on 21-Dec-2010. The Eagles (8-4) will take on a member of the Big East Conference at Tropicana Field in a bowl game that will be televised by ESPN (8:00 p.m. EST).



This year's invitation to a bowl in Florida marks a departure of sorts, given that USM has participated in two consecutive R&L Carriers New Orleans Bowls (2008 and 2009). Last year, USM fell to Middle Tennessee State in New Orleans, while Rutgers defeated Central Florida in the 2009 version of the Beef `O` Brady's Bowl.

Interestingly, participation in the New Orleans Bowl includes a per-team payout of \$325,000, while USM and the Big East participant will each receive \$1 million for playing in the Beef `O` Brady's Bowl. With a \$675,000 increase over last year's bowl check, sources tell USMNEWS.net that there will be some pressure on USM athletics director Richard Giannini to give something back to the academic affairs side of the institution, much in [the same way](#) as Mississippi State's president recently [used athletics revenues](#) to fund professorships and student scholarships. There is already some *Chatter* about Giannini being urged to divert \$50,000 of the bowl payout to USM's Centennial Scholarship Fund.

Table 1 – “The CSF Challenge” Grows

| Name | “CSF Challenge” |
|---------------|-----------------|
| Larry Fedora | \$35,000 |
| Russ Willis | \$25,000 |
| USM Athletics | \$50,000 |

If the *Chatter* mentioned above [is considered part](#) of what is being referred to as “the CSF Challenge,” then the total amount being called for by various members of the USM family rises to over \$100,000 (see Table 1 above). So far, USM football coach Larry Fedora, the first to face the challenge, has not answered the call.