



FOR IMMEDIATE RELEASE

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**BRUNO EVENT TEAM HIRED TO MANAGE ALABAMA STATE UNIVERSITY
FOOTBALL GAMEDAY OPERATIONS**

Birmingham, Ala. – Bruno Event Team, a Birmingham-based sports marketing and event management company, has been hired by Alabama State University to lead its football gameday operations during the 2018 season.

“We are thrilled to partner with Bruno Event Team,” said ASU Director of Athletics Jennifer Williams. “Our goal at Alabama State University is to make sure our fans have a remarkable experience from the minute they arrive on campus to the car ride home.”

Gameday operations will include managing clearly defined traffic routes, convenient shuttle bus service, improved onsite parking and enhanced tailgating options.

Bruno Event Team also manages football gameday operations for the University of Alabama and for UAB.

“We are excited about the opportunity to assist Alabama State University with gameday operations,” said Gene Hallman, president & CEO of Bruno Event Team. “The enhancements being made will create a safer and more enjoyable experience for fans traveling from near and far.”

Alabama State University will open its season Saturday at 5 p.m. by playing host to Tuskegee University in the Labor Day Classic at ASU Stadium in Montgomery.

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ABOUT BRUNO EVENT TEAM

Bruno Event Team is a Birmingham, Alabama-based sports marketing and event management company formed in 1995 by Ronnie Bruno and Gene Hallman. Experienced in all facets of event management, Bruno Event Team employs a year-round staff of

more than 60 employees throughout the United States. Bruno Event Team excels in services such as event management, marketing, sales and operations.