

For Immediate Release



**THE ARUSHA HOTEL WELCOMES
THE GLOBAL KILIMANJARO BOWL**

Oldest hotel in East Africa will host event staff and game officials along with players, coach and guests from Drake University during stay in Tanzania

(April 28, 2011, New York, New York)- The Arusha Hotel will serve as the official hotel for the Global Kilimanjaro Bowl on May 21, 2011, the first game of college American football to be played on African soil in Tanzania. The official party of event organizers from Global Football, along with game officials and the players, coaches and staff from Drake University will be treated to welcoming accommodations at the oldest hotel in East Africa.

On Saturday, May 21, Drake University from Iowa will face the CONADEIP All Stars from Mexico at the 20,000-capacity Sheik Amri Abeid Memorial Stadium in Arusha at 1pm local time (US ET +7 hours). The historic and unique game will be broadcast live across the African continent and beamed to countries around the world by ITV (Independent Television Ltd), the largest private TV network in Tanzania.

The Arusha Hotel has been Arusha's centerpiece since 1894. Home to those traveling between the Cape and Cairo and further afield in these modern times, its lengthy and vivid history stands as true today as it was over 100 years ago. A real focal point since the turn of the last century, The Arusha Hotel provides elegant, refined accommodation that cleverly balances all that is modern and classic.

"The Arusha Hotel has become my second home in Tanzania," said Global Football president and event organizer Patrick Steenberge. "The lobby traffic is amazing to watch, as safari and Kili climb groups flow in and out, small meetings are held, and every nationality shows up."

Steenberge added, "The rooms are very comfortable, reeking with history and ambiance; the fitness center and pool are a pleasant break, the grounds are pristine, and most of all, the people who work there are amazing. Our people will be delighted at how comfortable they are at The Arusha Hotel."

Inside the highest-quality rooms, services and cuisine all come in surroundings that reflect its history, sophistication and charm. Outside the original lush and extensive tropical gardens give the hotel a calm relaxing feel - an oasis in the center of Arusha town. After an extensive renovation and refurbishment program, The Arusha Hotel (formerly The New Arusha Hotel) is now one of the best loved hotels in Arusha town.

Tanzania Tourist Board Managing Director, Dr. Aloyce Nzuki noted, "We are pleased that the Kilibowl will attract so much world attention on Arusha, branded by President Bill Clinton as the Geneva of Africa, Tanzania's safari capital and gateway to the North. We appreciate all the private sector partners like the Arusha Hotel who have come together to make the Kilibowl project a success."

"We are very proud and delighted to be part of this monumental event and look forward to welcoming everyone to The Arusha Hotel," said General Manager John Cowan. "We are also very excited to be a part of the first college American Football game to be played on African soil."

The Global Kilimanjaro Bowl Awards Dinner will be held in an outdoor garden area at The Arusha Hotel on Saturday evening following the game.

The spectacular Kili Bowl event also includes a three-day service project to benefit area orphanages, and features both teams also climbing the imposing 19,341 feet high Mount Kilimanjaro.

Full details and photos are available at www.KiliBowl.com, as well as through social media on www.facebook.com/globalkilibowl.com.

To receive information via email contact Patrick@GlobalFootball.com or call Patrick Steenberge on 817-219-7274. Full tour packages and other event information are available on the www.globalfootball.com website.

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ABOUT TANZANIA

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 31 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, home to the "Great Animal Migration" that was named the New 7th Wonder of the World by USA Today and ABC TV's Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind: the Selous, the world's largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

ABOUT GLOBAL FOOTBALL

Headed by President Patrick Steenberge, a former Notre Dame quarterback and high school All-American at Erie Cathedral Prep. During the past 14 years, Global Football has produced football games in 18 nations in North and Central American, Europe, Asia and Oceania. Working partners include NFL, Super Bowl Host Committees, American Football Coaches Association (AFCA), Notre Dame, Penn State, Pop Warner, USA Football, and numerous Division III colleges as well as National Football Federations worldwide.
www.globalfootball.com.