



PRESS RELEASE

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68 VENTURES ANNOUNCES TITLE SPONSORSHIP OF MOBILE ALABAMA BOWL, TO BECOME “68 VENTURES BOWL”

May 15, 2023 (Daphne, Ala.): The Mobile Alabama Bowl (formerly the LendingTree Bowl) has announced 68 Ventures as its new title sponsor. Daphne, Ala.-based 68 Ventures will headline the game for the first time beginning in this year’s December match-up – now titled the “68 Ventures Bowl.”

Bowl coordinators and the ESPN/NFL offices released the official sponsorship announcement this week. The official date of the bowl game will be released sometime later this month.

“We are thrilled to be part of such a prestigious event and for the incredible opportunity to contribute to the growth and development of our community,” said **Nathan Cox**, founder and CEO of 68 Ventures. “As a native Mobilian, former college football player and entrepreneur that still calls coastal Alabama home, it’s an honor to join forces with the City of Mobile to make this year’s game an unforgettable experience for the teams and their fans.”

“The sacrifices these athletes make to compete at this level is a source of inspiration to us, and we look forward to celebrating them by bringing an energy to this year’s game that only a local partner can provide,” continues Cox. “We are humbled to be selected to take part in the college football bowl experience and excited to contribute to this tradition of excellence, both on and off the field.”

“This bowl game title sponsorship will allow 68 Ventures to shine a spotlight on the Gulf Coast as a region with tremendous business opportunities and a quality-of-life that rivals anywhere,” said **Adam Campbell**, president of 68 Ventures.

To read the official bowl release, [click here](#).

For more information on the 68 Ventures Bowl, date and schedule of events, visit 68venturesbowl.com.

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About the 68 Ventures Bowl:

Originally known as the Mobile Alabama Bowl, this game has been played since 1999 with notable title sponsors including GMAC Financial, GoDaddy, Dollar General, Lending Tree and now, 68 Ventures. The

game matches teams from the Sun Belt Conference and the Mid-American Conference. For more information, and to stay updated on activity, visit 68venturesbowl.com.

About 68 Ventures:

68 Ventures (68V) is the parent company for numerous operating businesses along the Gulf Coast which focus on development, investment and construction. Headquartered in Daphne, Ala., 68V is a purpose driven, culturally focused organization with a strong operational track record that has resulted in it becoming the largest single-family developer within the region, deploying well over a billion dollars in capital, and reaching the ranks as one of the top 100 private home builders.

MAJOR ANNOUNCEMENT –

68 Ventures team and companies,

Don't be surprised by a big announcement pertaining to 68 Ventures in the coming weeks that will accentuate how much we believe in this organization and region. We have received an opportunity that will help us gain exposure for all of our companies, showcase our area, and allow us to spotlight the Mobile and Baldwin County communities as the place to be.

Stay tuned...