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CUTTING EDGE SPORTS MANAGEMENT & COMCAST SPORTSNET MID-ATLANTIC AGREE TO DEAL TO BROADCAST DREAM BOWL V & HBCU SPIRIT OF AMERICA BOWL

Milltown, N.J. - Cutting Edge Sports Management announced that it has entered into an agreement with Comcast SportsNet Mid-Atlantic to broadcast the inaugural HBCU Spirit of America Bowl and Dream Bowl V college football all-star games. The games will be played on Sunday January 15, 2017 at 7:00pm and Monday January 16, 2017 at noon in Virginia Beach, Va.

The Dream Bowl, now in its fifth year, was created to provide opportunities for FCS, Division II and Division III athletes to showcase their talents. Under the agreement, Comcast will air the game on their broadcast stations and other affiliates around the country.

Building off the success of the four prior Dream Bowl Weekends, the HBCU Spirit of America Bowl, will feature the best players from all HBCU football programs across the country. These true student-athletes play in all NCAA Divisions and in the NAIA. The HBCU Spirit of America Bowl will celebrate the tradition, heritage, community, and culture of HBCU football with its athletes, fans, students, and alumni, capturing the spirit and lifestyle found on the over 100 HBCU campuses around the nation.

"We have found the perfect broadcast partner in Comcast to help us expand the reach and exposure of our games and our Dream Bowl Weekend," said Neil Malvone, president of Cutting Edge Sports Management.

Malvone added "we are excited that the entire country will see the talented players competing in HBCU schools. Chester Rogers, formerly of Grambling State, is now starring on Sundays with the Indianapolis Colts due to his exposure and opportunity in Dream Bowl IV. We expect more players to make the leap to the next level this year."

Ray Katz, Managing Partner ROI Sports Marketing Group said: "The opportunity to broadcast the games on national television offers great value for our sponsors which currently include California Pizza Kitchen." ROI Sports Group is the sponsorship partner of Cutting Edge Sports Management.

About Cutting Edge Sports Management

CESM is a full-service leader in sports management with areas of expertise in event planning, strategic marketing, business management, player development, and media relations. CESM creates innovative all-star event competitions at every level of sports. The CESM difference is to continue to revolutionize the sports industry with strategic partnerships and full service capabilities. With CESM, the athletes come first to maximize their potential and get them to the next level.

For more information and media credentials:
CESM, Dream Bowl and HBCU Spirit of America Bowl

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