

Details Set for Fan Fest At The Rock

Written by Mike Flynn
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Details for Appalachian State University football's annual Fan Fest, which is set for Saturday, August 17 at Kidd Brewer Stadium, have been finalized. After featuring a concert with a modest admission charge for the past two years, admission for Fan Fest will once again be FREE in 2013. This year's Fan Fest will include a chance to interact with Mountaineer student-athletes, coaches and cheerleaders, Appalachian State's final intrasquad scrimmage before the Aug. 31 season opener at Montana and a dazzling fireworks display to cap the evening.

APPALACHIAN STATE FOOTBALL FAN FEST

Saturday, August 17 • Kidd Brewer Stadium

SCHEDULE OF EVENTS

5 p.m. — Gates open and traditional family-friendly Fan Fest activities begin. Activities include: Mountaineer student-athletes, coaches and cheerleaders signing autographs and taking pictures with fans, face-painting, inflatable rides for kids and access to the Kidd Brewer Stadium playing field.

7 p.m. — Appalachian State football holds its final intrasquad scrimmage of the preseason.

Immediately Following Scrimmage — FIREWORKS

ADMISSION

- Admission to Fan Fest is FREE.
- The Yosef Club will contact premium seat holders (club seats and luxury suites) with regards to utilizing their seats/suits during the event.

TAILGATING

- Tailgating will be permitted in designated areas on campus. Details regarding tailgating will be announced once they are finalized.

Registration Open for Football 101

MOUNTAINEER FOOTBALL FANS: FOOTBALL 101 IS BACK FOR ANOTHER SEASON!

Come join us as we kickoff the 2013 season with an event that won't disappoint. Learn what it takes to "Always Attack!" Head Coach Scott Satterfield and his staff will teach you the rules, positions and strategies of the game. Plus, you will have the chance to enjoy: a meal from Outback Steakhouse, beer and wine tasting, shop the newest merchandise from Yosef's Locker Room and much more.

Football 101 will take place on July 31st in the Athletics Center, 5th floor - club level from 5-9 p.m. The cost of this ladies-only football event is \$30 per person.

To reserve your spot, email, mail, or fax the registration form to the App State Sports Marketing Department or register online at GoASU.com. For additional information please call 828-262-6554. Be sure to send your registration back ASAP as spaces are limited and they will go fast! You must be 21 or older to register.

GoASU.com Becomes appstatesports.com Monday

After being known as GoASU.com since its inception more than a decade ago, the official website of Appalachian State University athletics will be rebranded as appstatesports.com on Monday, July 15, in conjunction with its coverage of Sun Belt Conference Football Media Day in New Orleans.

appstatesports.com will feature the same extensive coverage of Appalachian State athletics as before, including all of the latest news, live video broadcasts of Mountaineer games and special events, exclusive photos and much, much more.

Appalachian athletics' official online video outlet, formerly known as GoASU TV, will also rebrand as App State TV, beginning with a full report from the Superdome on Monday.

My App Fan, which allows fans to login to their Yosef Club, tickets and App State TV accounts, will be unaffected by the change. Existing subscriptions to GoASU TV will carry over to App State TV with no action necessary by subscribers.

The GoASU.com URL and all related links (e.g. GoASU.com/yosefclub, GoASU.com/tickets, GoASU.com/football) will remain functional for the time being to allow visitors leeway to update bookmarks, etc. to appstatesports.com. Additionally, the suffixes for related links will remain the same with the appstatesports.com URL (e.g. appstatesports.com/yosefclub, appstatesports.com/tickets, appstatesports.com/football).

The new URL is part of a larger rebranding effort outlined in Appalachian State athletics' strategic plan, which calls for the discontinuation of "ASU" and the official addition of the recognizable "App State" moniker as a secondary reference for Appalachian State athletics.