



Media Release

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For Immediate Release

LUBBOCK RECEIVED MILLIONS OF DOLLARS IN FREE ADVERTISING

LUBBOCK, Texas (November 11, 2008) – Lubbock was in the spotlight because of the undefeated Texas Tech Red Raiders, and received millions of dollars worth of free advertising from the Texas Tech University vs. Oklahoma State University game.

According to Nielsen Media Research, a total of 7.2 million viewers watched the TTU vs. OSU game Saturday. The total calculated publicity value of the game was \$17,230,932. The total story count generated from the game was 3,034.

This media and tourism exposure has long-reaching benefits for Texas Tech University and the City of Lubbock. This is a great mark for Lubbock and the amount of free advertising that has been generated for the city this season is immeasurable.

Visit Lubbock is the official destination marketing entity for the city of Lubbock. For a free visitor guide call 800-692-4035 or visit www.VisitLubbock.org.

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