



At Radford University we have been fortunate to bring in numerous marquee halftime promotions. Of all the acts and entertainers, the Phoenix Gorilla was the best received.

Building up with a first half "preview" the crowd was totally brought to its feet with a halftime display of highflying dunks and acrobatics. The gorilla truly amazed the crowd and involved all in attendance. Even the basketball players were impressed by the show.

The act was such a hit it recorded the only standing ovation we have ever had for a halftime promotion.

The associated costs of bringing in the Phoenix Gorilla was underwritten by several local corporate partners who were thanked sincerely through in house P.A. reads and print ads.

**RADFORD UNIVERSITY ATHLETICS**

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