



Department of Intercollegiate Athletics
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Dear fellow Cyclones,

The buzz of March Madness is an extremely exciting time in collegiate athletics and a couple of recent performances – our wrestling team's first outright conference championship in 25 years and our women's basketball team advancing to the championship game of the Big 12 tournament and qualifying for the NCAA Tournament – were reason for major celebration.

Our department also recently announced that our football players will wear replica uniforms from the 1977 Peach Bowl team when the Cyclones host Iowa in football on September 15th. The game-worn white jerseys with cardinal and gold piping on the shoulders and gold helmet with a capital "I" will be auctioned on two separate web sites, including cyclones.com, this fall. We'll also celebrate the achievements of that bowl team throughout the year with video board highlights at home games. Reliving significant achievements from the past is another important way for you to stay connected with our program and we believe you'll enjoy the retro look when we play Iowa this fall in Ames.

For the second year in a row, we will open our football season – and, in this case, begin the Gene Chizik era – with a game on Thursday night (Aug. 30 at 7 p.m.) against Kent State. There are challenges, indeed, with staging a home football game around the Labor Day holiday. A year ago, we played on a Thursday evening and the triple overtime thriller was one of the best atmospheres of the fall.

We do recognize that playing a weeknight game causes hardships on some fans. Playing on the Labor Day weekend, likewise, creates similar difficulties for another group of supporters – those who like to take a longer holiday on the last weekend before school starts.

I'd like to share a few other reasons for our decision to play again this fall on Thursday night.

1. Our department's customer feedback surveys clearly indicated that a majority of fans prefer Thursday night games versus a Saturday contest over Labor Day.
2. The student body overwhelmingly supported the change last year and, in post-season feedback, requested it again. The Thursday evening game last fall was one of the best student sections of the seasons and their enthusiasm certainly sets the tone for the rest of the stadium.
3. Records indicate that our attendance on Thursday night is generally better than the Labor Day weekend contests.
4. The Thursday game allows our team to start practice two days earlier – per NCAA rules – and also gives us an extra day of preparation for the next game.
5. Opening a couple of days early also gets our school significantly more local and national media coverage than playing on Saturday. A year ago, we received feature stories in various outlets on

Thursday and Friday rather than splitting the news blocks with all of the other schools in state like a normal weekend game.

In closing, I'd like to thank all Cyclone fans who renewed their season football tickets by the end of February. Our sales total is nearly 30,000 and just shy of the record-setting mark (30,728) set one year ago. If you have not renewed your tickets yet, we hope that you do so soon to guarantee a spot in Jack Trice Stadium in 2007. Thanks, again, for your loyal support.

Go Cyclones!

A handwritten signature in black ink that reads "Jamie Pollard". The signature is written in a cursive style with a large, looping initial "J".

Jamie Pollard
Director of Athletics