



Everything Is Bigger In Texas: WrestleMania® XXV In Houston

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STAMFORD, Conn.--(BUSINESS WIRE)--

Fresh off a tremendously successful WrestleMania XXIV in Orlando, World Wrestling Entertainment(R) is already working with the Houston business community on WrestleMania XXV, which will be held on Sunday, April 5, 2009, at Houston's Reliant Stadium, home to the NFL's Houston Texans.

WWE(R) executives and WWE's most decorated Superstar, Ric Flair, traveled to Houston today to meet with local city officials and businesses, to begin preparations for this milestone event. Their collaborative agenda includes planning stadium production, discussing sponsorship opportunities and organizing citywide activities. The trip included a luncheon with more than 100 Houston business leaders and discussion of how their companies could integrate with sports entertainment's biggest pop culture event.

For the past two years, WrestleMania has attracted fans from around the world, and infused up to \$30 million into the local economies of host cities Detroit (WrestleMania XXIII) and Orlando.

The always anticipated WrestleMania weekend is expected to feature the 2009 Hall of Fame Induction Ceremony, the annual Bacon, Bagels and Biceps Brunch, the annual national WrestleMania Reading Challenge Finals, another wish granting initiative with the Make-A-Wish Foundation, visits to schools and libraries, local fundraisers and exciting opportunities to meet WWE Superstars and Divas at various public appearances. "Fans in Houston can expect an up-close and personal experience when WrestleMania XXV comes to Texas next year," said Geof Rochester, Executive Vice President, Marketing. "It's going to be an amazing 25th Anniversary celebration."

In 2001, the Houston Reliant Astrodome hosted WrestleMania 17 (WrestleMania X-Seven(R)). A record 67,925 fans witnessed Stone Cold Steve Austin regain the WWE Championship from The Rock, among other exciting matches, making WrestleMania X-Seven, at the time, the highest grossing live event in WWE history. In addition, the event shattered Reliant Astrodome live attendance records.

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Source: World Wrestling Entertainment

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