

THE LAST TAILGATE PARTY

A Final Farewell to an Irving Icon | April 11, 2010



FOR IMMEDIATE RELEASE

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TEXAS STADIUM FACT SHEET

Overview: Texas Stadium, one of the most recognizable structures in Texas, the United States and even the world, will be imploded on April 11, 2010. Built in 1971 at a cost of \$35 million, the stadium set the standard for future stadiums. The Dallas Cowboys played games at Texas Stadium for 37 years, amassing a 219 – 99 record there, including 16 post-season games. During this time, the team won five Super Bowl championships and Emmitt Smith became the National Football League’s (NFL) All-Time Leading Rusher in 2002. The Cowboys’ last game at Texas Stadium was a 33 – 24 loss to the Baltimore Ravens on December 20, 2008. In addition to housing the Cowboys, Texas Stadium was the setting for a variety of major motion pictures, Texas high school football games, TV commercials, concerts, special events and other iconic moments.

Address: 2401 E. Airport Freeway
Irving, Texas 75062

Capacity: 65,639

Number of Suites: 381

Playing Surface: Artificial turf

Years of Operation: 1971 – 2008 (37 years)

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Construction Cost: \$35 million
Owner: City of Irving

General Manager: Bruce Hardy

Architect: A. Warren Morey

Leasing Rights: Jerry Jones purchased Texas Stadium leasing rights in 1989 the same year he purchased the Dallas Cowboys.

Cowboys' First Game: October 24, 1971; team defeated the New England Patriots, 44-21.

Cowboys' Last Game: December 20, 2008; team lost to the Baltimore Ravens, 33-24.

Cowboys' Overall Record: 213-99

Super Bowl

Banners: Five Super Bowl banners hung from the rafters of Texas Stadium for Super Bowls VI, XII, XXVII, XXVIII and XXX. The banners, along with Smith's rushing title banner, have been moved to the Cowboys' new stadium in nearby Arlington.

Cowboys' Playoff Record 16-6, including 4 NFC Championship victories:

- 1971 – 1972 season; Cowboys defeated the San Francisco 49ers, 14 – 7
- 1977 – 1978 season; Cowboys defeated the Minnesota Vikings, 23 – 6
- 1993 – 1994 season; Cowboys defeated the San Francisco 49ers, 38 – 21
- 1995 – 1996 season; Cowboys defeated the Green Bay Packers, 38 – 27

Last Playoff Victory December 28, 1996; 40 -15 Wild Card win over the Minnesota Vikings

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Ring of Honor: The Dallas Cowboys' famous Ring of Honor was located around the inside of Texas Stadium. Established in 1975, the Ring of Honor recognizes former players, coaches and club officials who have made outstanding contributions to the organization. The first inductee was Bob Lilly. Other members of this prestigious club include Don Meredith, Don Perkins, Chuck Howley, Mel Renfro, Roger Staubach, Lee Roy Jordan, Tom Landry, Tony Dorsett, Randy White, Bob Hayes, Tex Schramm, Cliff Harris and Rayfield Wright. The most recent members include Troy Aikman, Michael Irvin and Emmitt Smith, who were inducted together in 2005. The Ring of Honor has been moved to the Cowboys' new stadium in nearby Arlington.

Most Famous NFL Record: At Texas Stadium on October 27, 2002, Dallas Cowboy Emmitt Smith became the NFL's All-Time Leading Rusher, surpassing Walter Payton's record of 16,726 yards.

Most Famous Quote: "Texas Stadium has a hole in its roof so God can watch his favorite team play."
~ D.D. Lewis, in 1981
Former Dallas Cowboys linebacker from 1968 – 1981

Monday Night Football: Texas Stadium was the scene of 30 Monday Night Football games.

Scoreboards/ Video-boards: The stadium housed two DiamondVision scoreboard/video-boards.

Luxury Suites: 381- most of any NFL stadium

Concession Stands: 106

Restrooms: 86

Amenities: The stadium's amenities included:

- The Stadium Club – where fans gathered for parties and banquets.
- The Corral – provided food, beverages, entertainment and large-screen TVs for fans before, during and after all Cowboys games.

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Famous Shot of

Roof:

Texas Stadium was made famous by the number of appearances the stadium and the famous hole in its roof made in TV shows and movies, most notably – *Dallas, Friday Night Lights, Walker, Texas Ranger, Johnny B. Good* and *Any Given Sunday*.

Most Iconic Ad:

In 1979, one of the greatest TV ads of all time was made at Texas Stadium. The ad featured Mean Joe Greene, a former All-Pro defensive tackle for the Pittsburgh Steelers, who accepts a Coke given to him by 8-year-old Tommy Okon. The gesture puts a smile on Greene's face, who then tosses his jersey to the young fan.

Non-Football

Related Events:

Texas Stadium played host to a multitude of non-football-related events including concerts, pro wrestling and religious gatherings. Perhaps most famous are the concerts Garth Brooks held over a three-day period in 1993 that drew a record 200,000 screaming fans and featured the wizardry of rain, lightning and Garth Brooks flying through the air supported by the then famous "Garth Bars."

First Event:

"The Greater Southwest Billy Graham Crusade," a 10-day event that began on September 17, 1971, and drew tens of thousands of spectators, including then future President George W. Bush and his wife Laura.

Concerts:

Among the many concerts held at Texas Stadium include:

- Billy Joel and Elton John
- Michael Jackson
- Crosby, Stills, Nash and Young
- The Jackson Five
- Madonna
- Jimmy Buffett
- Dave Mathews Band
- Paul McCartney
- James Brown
- Guns N' Roses
- U2
- Garth Brooks
- Pink Floyd
- The Eagles

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- George Strait (six times)
- Carman (a Christian group; a record-setting 72,132 attending this show)

Most Famous

Guests: Some of Texas Stadium's most famous guests include Lyndon Johnson, Pelé, Paul McCartney, both Presidents Bush, Nelson Mandela, Michael Jackson and Madonna.

Current

Tenant: Texas Department of Transportation (TxDOT) has signed a 10-year, \$15.4 million lease to use the stadium site as a staging area while it streamlines four major roadways that encompass the stadium.

Implosion Date: Sunday, April 11, 2010 at 7 a.m.

Engineer: Jacobs Engineering Group Inc.

Contractor: Weir Brothers

Cost of Implosion: The cost of the implosion will be just under \$6 million.

"Green" Implosion

Efforts: To ready Texas Stadium for implosion, it is being dismantled using environmentally friendly practices. Reuse and recycling efforts have been a major part of this initiative: The Dallas Cowboys have moved as much equipment as possible to the new stadium in nearby Arlington – from office furniture to paperwork. Other items have been auctioned off as memorabilia, sold (such as the two large video boards and the stadium's seats) or donated to such organizations as the Salvation Army. A full 95 percent of the stadium's steel and concrete will be recycled. The remaining steel will be sold as scrap metal. Trusses from the top of the stadium will be pulled aside for future use in artwork. TxDOT is crushing the stadium's cement onsite and using it in the reconstruction of surrounding freeways.

Implosion

Progress: The progress of Texas Stadium's implosion process can be followed via live feeds on www.cityofirving.com/texas-stadium. Cameras have been set up on billboards surrounding the area, as well as inside the stadium.

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Sponsorship:

To honor the importance of giving back to your community, KRAFT Macaroni & Cheese sponsored the implosion with a national essay contest to win the chance to push the button to detonate Texas Stadium. Kids (ages 9-12) from across the nation jumped at the opportunity to be a part of this historic moment. Each contestant had to tell a story about a positive, dynamic impact he or she has made to the community by sending in a 300 words or less essay and picture illustrating his or her story. On March 8, KRAFT announced 11-year-old Casey Rogers of Terrell, Texas as the lucky winner.

At only eight years old, Casey, a former foster child, founded his own charity- *Casey's Heart*. *Casey's Heart* is an organization dedicated to helping the homeless. The story behind Casey's foundation is quite inspiring. The story began three years ago when Casey and his father were at a Burger King in downtown Dallas. A homeless man approached the window of their car, and Casey's father told him to go away. Casey did not understand why, but recognized his needs and wanted to be the one to offer help. The homeless of Dallas, Texas recognize Casey as just a kid handing out clothes and food, but soon the whole world will know him as the one to help trigger the implosion of Texas Stadium.

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