



DVD Release

1984 Holiday Bowl: Brigham Young vs. Michigan

Order Date	Available
Street Date	2004
Genre	Sports
Sub Genre	Football
MSRP	\$24.95
UPC #	883357000042
SKU #	DVD-00068



<i>Winning Team</i>	<i>Losing Team</i>
Brigham Young	Michigan

Format	DVD
Running Time	170 minutes
Rating	Not rated
Number of Discs	1
Production Year	2003
Country of Origin	USA

Synopsis	<p>BYU Claimed its first-ever National Championship with a come from behind win over Michigan. BYU quarterback Robbie Bosco, who had to leave the game in the first half with an injured knee and ankle, rallied his team from a seven point, fourth quarter deficit with two touchdown tosses. BYU's game winning drive began from their own 17-yard line with only 4:36 remaining in the game and the Cougars undefeated season at stake. The Cougars brought a 23-game winning streak into this game, with their last loss occurring in the first game of the previous season. This was the first time that a non-New Year's Day bowl determined the national title.</p>
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Key Marketing & Selling Points	
<ul style="list-style-type: none"> • Commemorative DVD of the complete 1984 Holiday Bowl without commercial interruptions • Marked BYU's first National Championship • Utah is one of the top selling DVD markets in the country • BYU is a Top 50 CLC school 	