**CAMELLIA BOWL MEDIA RELATIONS**

**Friday, December 12, 2014**

**CAMELLIA BOWL MVP TROPHY NAMED FOR MONTGOMERY NATIVE BART STARR**

One of the state’s most iconic sports figures will be linked to the Camellia Bowl forever.

The Camellia Bowl announced today that the annual Most Valuable Player Trophy will be named for former Sidney Lanier High School, University of Alabama and Green Bay Packers quarterback Bart Starr.

“We are very pleased to have one of the greatest quarterbacks in the history of football linked with the Raycom Media Camellia Bowl,” Johnny Williams, Executive Director of the Raycom Media Camellia Bowl said. “Bart is a native of Montgomery and he has enjoyed much success on and off the field during his illustrious career. We are honored to have him be a part of bowl tradition for many years to come.”

The Bart Starr MVP Award will be presented annually to the top player of the Raycom Media Camellia Bowl, which plays it inaugural game on Saturday, Dec. 20 at the historic Cramton Bowl in Montgomery, Ala. South Alabama (6-6, 5-3 Sun Belt) will take on Mid-American Conference runner-up Bowling Green (7-5, 5-3 MAC) in this year’s inaugural game. The game will be televised by ESPN with kickoff slated for 8:15 p.m. (CT).

Starr was a part of five NFL Championships during his career with the Green Bay Packers from 1965-71. He was the Most Valuable Player of Super Bowl I and Super Bowl II and earned four Pro Bowl selections. He was inducted into the Pro Football Hall of Fame and Green Bay Packers Hall of Fame in 1977. He won the league MVP award in 1966.

Starr has the highest playoff passer rating (104.8) of any quarterback in NFL history and a 9-1 (.900) playoff record. His career completion percentage of 57.4 was an NFL best when he retired in 1972. Starr also held the Packers’ franchise record for games played (196) for 32 years, through the 2003 season.

He was born in Montgomery, Ala., and attended Sidney Lanier High School, where he led the Poets to an undefeated senior as a junior. Starr played at the University of Alabama from 1952 to 1956 and was drafted by the Green Bay Packers in the 17th round of the 1956 draft.

While at Alabama, Starr lettered as a freshman in 1952 and played a role in the most-lopsided bowl win in Crimson Tide history. Starr completed 8-of-12 passes for 93 yards and one touchdown in the 61-6 win over Syracuse in the Jan. 1, 1953 Orange Bowl. In 1953, Starr completed 59-of-119 passes for 870 yards and eight touchdowns. He also ranked second in the NCAA with a 41.1 punting average.

Starr began his NFL career as a backup to Tobin Rote in 1956 and split time with Babe Parilli until 1959, Vince Lombardi’s first year as Packers coach. In that season, Lombardi pulled starter Lamar McHan in favor of Starr, and he held the starting job henceforth. The following season the Packers advanced to the 1960 NFL Championship Game, but lost to the Philadelphia Eagles, Lombardi’s only post-season loss as a head coach. The Packers returned to the title game and won in 1961 and 1962, both over the New York Giants.

He is one of five Green Bay Packers to have his number (15) retired by the team. The others are Tony Canadeo (3), Don Hutson (14), Ray Nitschke (66), and Reggie White (92).

Starr was elected to the Wisconsin Athletic Hall of Fame in 1981.

Starr has an NFL award named after him as well. The Bart Starr Award is given annually, by a panel of judges, to an NFL player of outstanding character. Current Green Bay quarterback Aaron Rodgers was the recipient of the 2014 award, presented in Dallas, Texas.