



**FOR IMMEDIATE RELEASE**

**Award Winning Country Singer Travis Tritt to perform at Gridiron Bash 2012**

*The ultimate fan experience welcomes the Clemson Tigers and West Virginia Mountaineers to a pep rally in preparation for the 2012 Discover Orange Bowl.*

NEW YORK – December 12, 2011 – Orange Drive, jointly developed by Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and the Orange Bowl Committee, announced today that two time Grammy Award winner Travis Tritt will be performing at this year's Gridiron Bash. Gridiron Bash is the official pep rally for the Discover Orange Bowl and will take place on January 3<sup>rd</sup> on the sands of Ocean Drive (between 7<sup>th</sup> and 9<sup>th</sup> Street) at the Orange Drive amphitheater.

Gridiron Bash offers the Clemson Tigers, West Virginia Mountaineers and Discover Orange Bowl fans a unique opportunity to rally behind their school and team. It complements the Orange Bowl festivities, which includes the world's largest New Year's Beach Festival, the Orange Drive Miami Beach Music Festival (a three-day event from Dec. 30-Jan. 1 featuring performances by Cee Lo Green, Gym Class Heroes, Pete Wentz, Ne-Yo, Cobra Starship, Jermaine Dupri, Boyz II Men, DJ Samantha Ronson, DJ Irie and more) and ends on January 4<sup>th</sup> with the 2012 Discover Orange Bowl Game.

Country music icon Travis Tritt has seven of his albums certified platinum or higher by the Recording Industry Association of America (RIAA). Tritt has also charted more than 40 times, including five number ones — "Help Me Hold On," "Anymore," "Can I Trust You with My Heart," "Foolish Pride," and "Best of Intentions" — and 15 additional top ten singles.

"We are very excited to have Travis Tritt perform at Gridiron Bash. This year's lineup consists of A-list music artists from different genres." said Gary Cioffi, CEO of Union Square Agency, "A country music artist of his caliber is the ideal complement to the Orange Bowl Festivities."

Gridiron Bash will take place in a state of the art amphitheater that will be constructed on the sand and holds 15,000 people. This year, bands and cheerleaders from Clemson and West Virginia go head to head to prove who has more spirit! Tickets for Orange Drive and Gridiron Bash are on sale at Ticketmaster.com.

For more information on Orange Drive Miami Beach Music Festival and Gridiron Bash please visit [www.orangedr.com](http://www.orangedr.com). Become a fan on Facebook at Orange Drive or follow us on Twitter @OrangeDriveFest.

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About Union Square Agency:

Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and its wholly owned subsidiaries Union Square Licensing and Union Square Media, is a NY based company that provides 360 degree strategic marketing and sales solutions. Core strengths include: Intellectual Property Development (focused on integrating sports, entertainment, fashion and lifestyle elements to connect brands, fans and media); Film & Television Production; Brand Strategy;

Event Production and Fulfillment; Sponsorship and Event Based Activation; Strategic Consultation; Hospitality Programs; Licensing. [www.unionsqagency.com](http://www.unionsqagency.com).

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