CINCINNATI BEARCATS
THE AGENCY | COMMUNICATIONS & CREATIVE CONTENT
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**FOR IMMEDIATE RELEASE**

## LAROSA'S FAMILY PIZZERIA NAMED OFFICIAL PIZZA OF CINCINNATI ATHLETICS

*Restaurant has been a Cincinnati staple for more than 70 years*

**CINCINNATI, OH -** August 26, 2026 — LaRosa's Family Pizzeria has been named the official pizza of Cincinnati Athletics, the Bearcats' athletic department announced on Wednesday. For more than 70 years, LaRosa's has been a Cincinnati tradition, bringing families, friends and communities together around the table. From family dinners, sports and post-game celebrations to neighborhood gatherings, LaRosa's has been part of countless memories across the region.

Starting this 2026-27 athletics season, the family-recipe pizzas will be available at concession stands at Cincinnati athletic events, beginning with the Bearcats' football season opener against Boston College on Sept. 5 at Historic Nippert Stadium. "We are excited about this opportunity to partner with a brand that is synonymous with the city of Cincinnati," John Cunningham, Cincinnati director of athletics, said. "This is a tremendous chance for us to pair Cincinnati's neighborhood family pizzeria with Bearcats Athletics."

Led by preseason All-America guard Evan Tengesdahl and all-conference teammates Taran Tyo and Joe Cotton, the Bearcats feature arguably the nation's top offensive line heading into the 2026 season. They will protect transfer quarterback JC French, who takes the reins of one of the Big 12's most productive offenses. The defense will be led by linebackers and Ohio natives Antwan Peek Jr. (Cincinnati) and Jonathan Thompson (Columbus) under first-year defensive coordinator Nate Woody's new-look scheme.

In addition to opening with Boston College, Cincinnati welcomes Western Carolina (Sept. 12), Kansas State (Sept. 26), Texas Tech (Oct. 24), Utah (Oct. 31) and Colorado (Nov. 21), giving fans six Saturdays at Nippert Stadium to cheer on the Bearcats this fall.

"The partnership between UC Athletics and LaRosa's means so much – it brings together two hometown favorites to support our city, its teams and our community," said Mike LaRosa, CEO, LaRosa's, Inc. "We've been incredibly fortunate to be part of generations of Cincinnati

families and to support local student-athletes along the way. To now partner with UC Athletics feels like coming full circle, and we couldn't be more proud."

**PURCHASE TICKETS**

Season ticket packages start as low as $300 and represent one of the best values for family entertainment in Cincinnati this fall. A three-month payment plan is available, too. Season parking can be purchased for $100 at Eden Garage here.

Spend your Saturdays with the Bearcats this fall. Purchase tickets and use Ticketmaster's interactive Nippert Stadium map to select your seats.

Ticketmaster's Step-By-Step Guide to purchasing tickets is available, as well. For information, visit GoBearcats.com/tickets, call 1-877-228-7849 or email uc.tickets@uc.edu.

**ABOUT CINCINNATI ATHLETICS**

The University of Cincinnati Department of Athletics competes at the highest level of intercollegiate athletics with the vision to reach *Next Level Success* for all 18 varsity teams and more than 400 student-athletes. The Bearcats have a proud athletics history, winning eight national championships and 118 conference titles, and entered a new era as a member of the Big 12 in 2023.

UC Athletics' mission is to *connect* our community, *enhance* our university and *impact* the lives of student-athletes as they prepare to change the world on and off the field.

For more information visit gobearcats.com.

**ABOUT LAROSA'S**

LaRosa's Family Pizzeria was founded in 1954 on Cincinnati's West Side by Buddy LaRosa. It is now a $168 million restaurant company with 60 pizzerias serving neighborhoods in Ohio, Kentucky and Indiana. To learn more about LaRosa's, go to http://www.larosas.com.

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***For media:*** *download high resolution brand images of UC Cincinnati Athletics & LaRosa's and image of UC Bearcat the mascot, Mike LaRosa, CEO, LaRosa's, Inc., and Luigi, LaRosa's mascot – here.*

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