

# Appalachian State University Kidd Brewer Stadium



Despite the standard salutation afforded to all visitors to Kidd Brewer Stadium, The Rock has offered anything but a warm welcome to opponents since it opened as Conrad Stadium on Sept. 15, 1962.

One of the most picturesque settings in all of college football, Kidd Brewer Stadium also stakes claim to being one of the toughest venues in the nation for a visiting team to leave with a victory.

Appalachian boasts a 189-59-5 record all-time at Kidd Brewer Stadium, including wins in 35 of its last 36 home games. Home streak highlights include:

In addition to Mountaineer victories, Appalachian faithful enjoy one of the nation's premier gameday atmospheres at Kidd Brewer Stadium. Since the beginning of the 2005 season, ASU boasts an average regular-season home attendance of 23,324, a mark which comes in at more than 140 percent of KBS's 16,650-seat capacity.

ASU led the nation in attendance in 2007 at 24,219 fans per game and sold out five of its six home games in advance of gameday. A record 28,802 fans poured through the gates for the Mountaineers' '07 home opener versus Lenoir-Rhyne.

A multi-purpose facility that is also home to ASU's field hockey and men's and women's track and field programs, Kidd Brewer Stadium also boasts one of college football's finest settings for a sporting venue, with ASU's beautiful, modern campus and the natural beauty of the High Country serving as a backdrop.

Officially opened on September 15, 1962 as Conrad Stadium, in honor of former University trustee and R.J. Reynolds executive William J. Conrad, the stadium was originally constructed with 10,000 permanent seats.

Conrad Stadium was renamed on Sept. 3, 1988 in honor of Kidd Brewer, one of the most successful head coaches in Appalachian football history and a colorful part of North Carolina history. Brewer, a Winston-Salem, N.C., native who served as head football coach of the Mountaineers from 1935-38, compiled a 30-5-3 overall mark in his four seasons at the helm of the Apps. An All-American at Duke, Brewer's 1937 squad was unbeaten and unscored upon in the regular season.

After leaving Appalachian, Brewer started a sales career, but shortly thereafter reported for active duty in World War II. He served as a Naval lieutenant in the Pacific. After the war, Brewer was secretary to U.S. Sen. Josiah W. Bailey (D-N.C.). Upon Bailey's death in office Brewer served his replacement, Sen. William B. Umstead, as administrative assistant.

Brewer returned to North Carolina and ran for lieutenant governor in 1956. Between campaigns for governor (1964) and state court of appeals (1968), he made a name for himself as a developer, insurance salesman and philanthropist.

The stadium has undergone many face lifts since its construction, but still stands as a beacon to the Mountaineer faithful. The stadium stands 3,280 feet above sea level with the track measured at 3,333 feet for NCAA qualifications.

Seating capacity was expanded from its original 10,000 to 18,000 following the 1978 season. Completion of an extensive renovation and restoration project on the original 10,000 seats in 1995 readjusted the seating capacity to 16,650. A state-of-the-art "AppVision" videoboard was added in 1999 and enlarged prior to the 2001 campaign, while Appalachian was one of the initial collegiate programs in the country to install FieldTurf at its football venue in 2003.

The Rock is currently in the midst of its most extensive facelift to date. Following the 2006 season, the KBS press box was removed to make way for a new 100,000-square-foot stadium complex. The complex will house state-of-the-art strength and conditioning and athletic training facilities to benefit all 20 of Appalachian's varsity sports, as well as extensive locker rooms, academic, office and meeting space for ASU student-athletes, coaches and administrators and is set to open in 2009. However, the most visible element of the crown jewel of ASU athletics' \$50 million facilities enhancement campaign is the addition of more than 5,000 new seats, which will bring capacity to approximately 22,000 by 2009. In 2008, the stadium's east side will feature an upper deck with 4,400 new seats. By 2009, premium seating on the stadium's west side, in the way of 18 luxury suites, 500 club seats and spacious Yosef Club and Chancellor's Box areas will be completed as part of the new stadium complex building.