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Like Boise, Other Schools Feeling Blue

By [PETE THAMEL](#)

When No. 14 Boise State and No. 16 Oregon kick off on Thursday night, it's unequivocally the biggest regular season game in Boise history. That means unprecedented exposure for Boise's famous blue turf, its signature field. (School officials shudder at the term "Smurf Turf," which has become part of its lore.)

But the funny part about the blue field, an ingenious marketing gimmick that's become the school's endearing symbol, is that it's starting to spread. Prep programs in [Alaska](#), [Texas](#) and [New Mexico](#) (thanks to [Brian Urlacher](#)) have installed blue turf.

[The University of New Haven](#) will cap off its return of its football program, which it had disbanded in 2003, with a game on its new blue turf field on Sept. 19.

The reason for New Haven's blue turf? Color and money. The school's colors are blue and gold, which is why the [athletic director Deborah Chin](#) said the field is blue and yellow. Also, the blue turf came at the request of a donor, who gave more than \$1 million to the have it installed.

"My first reaction, was, 'You want school colors? O.K.," she said with a laugh. "When you're going to give that much money, you can have the school colors."

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