



MEDIA ALERT

Arizona Super Bowl Host Committee

Tuesday, March 27, 2012

FOR IMMEDIATE RELEASE

Arizona Super Bowl Host Committee Appoints New Chairman After Seven Years, Mike Kennedy Hands Over Reins to David Rousseau

Scottsdale, AZ – The Arizona Super Bowl Host Committee today announced that **MIKE KENNEDY**, who has served as the group’s Chairman for more than seven years, is stepping down from that role and will be succeeded by **DAVID ROUSSEAU**.

Kennedy, a co-founding partner of Gallagher & Kennedy Law Offices, was named to the volunteer position in January of 2005. As Chairman he not only oversaw Arizona’s successful staging of Super Bowl XLII in 2008 but also led the effort that resulted in the awarding of Super Bowl XLIX to Arizona this past October. Kennedy will continue to serve as a member of the Host Committee’s board.

“Working with such a prestigious and talented group of people on the Host Committee has truly been one of the most rewarding experiences of my life,” said Kennedy. “It’s been an honor to serve as Chairman, though truthfully I never envisioned staying on for over seven years. Now feels like the right time to make this transition, with the bid process completed and the key tasks of the 2015 game just ahead. I look forward to remaining on the Host Committee and know that it is in very capable hands with David.”

Rousseau (pronounced “roo-SO”) is President of Salt River Project and takes over as Host Committee Chairman with a wealth of business experience and familiarity within the Valley community. An Arizona native, Rousseau earned his bachelor’s degree in agricultural business from the University of Arizona. After serving as Vice President from 2006-10, he was named the 17th President in SRP history in April of 2010.

“All of us owe a huge debt of gratitude to Mike for his work as Chairman and the role he played in again making Arizona such an attractive Super Bowl option for the National Football League,” said Rousseau. “The success of Super Bowl XLII in 2008 and the awarding of the 2015 game are both direct results of his tremendous leadership and he has set the bar high as we move forward.”

Super Bowl XLIX will be played at University of Phoenix Stadium in February of 2015, marking Arizona’s second Super Bowl in seven years. In Super Bowl XLII at University of Phoenix Stadium on February 3, 2008, the New York Giants beat the New England Patriots 17-14. Arizona’s first big game, Super Bowl XXX, was held at Arizona State University’s Sun Devil Stadium in 1996, with the Dallas Cowboys outscoring the Pittsburgh Steelers 27-17.

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