



For Immediate Release
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Host Committee Contact:

John Hogg
480.362.4246
jhogg@azsuperbowl.com

Ak-Chin Community Contact:

Rachel Brockway
602.957.8881
Rbrockway@hmapr.com

**Arizona Super Bowl Host Committee Announces
Major Partnership With Ak-Chin Indian Community**

PHOENIX — The Arizona Super Bowl Host Committee is announcing its first major partnership for Super Bowl XLIX (49) with the Ak-Chin Indian Community. The Ak-Chin Indian Community's ongoing commitment to bringing high-quality entertainment to the state and helping future generations complements the Host Committee's goals.

"We want to use the global spotlight to showcase Arizona's young, growing and diverse population, our pro-business environment and wonderful quality of life," said Host Committee Chairman David Rousseau. "The Ak-Chin Indian Community's diverse economic enterprises highlight Arizona's innovative and entrepreneurial spirit."

The partnership supports the Host Committee's mission to highlight Arizona's economic opportunities for businesses that are new, expanding or relocating. In addition, the partnership demonstrates the Ak-Chin Indian Community's goals of enriching Arizona by offering a growing number of family-oriented and upscale entertainment options across the Valley.

"The Ak-Chin Indian Community has always believed that investing in our community is the right thing to do," said Ak-Chin Tribal Chairman Louis J. Manuel, Jr. "We are excited about this partnership with the Arizona Super Bowl Host Committee and look forward to a very successful working relationship with the Host Committee."

In the months leading up to the Big Game, the Host Committee will organize events and activities in conjunction with the Ak-Chin Indian Community to generate excitement and exposure with the focus on Arizona being an exceptional place to live, work and play. The first partnership event, an inaugural golf tournament, takes place today at Ak-Chin Southern Dunes Golf Club. On February 2, 2014, a Super-Sized Tailgate Party celebrating Super Bowl XLIX will be staged at the UltraStar Multi-tainment Center in Maricopa, and will be open to the entire community.

About Ak-Chin Indian Community:

The Ak-Chin Indian Community is nestled into the Santa Cruz Valley of Southern Arizona. The Community lies 58 miles south of Phoenix in the northwestern part of Pinal County. Ak-Chin is an O'odham word translated to mean "mouth of the wash" or "place where the wash loses itself in the sand or ground." Ak-Chin has an enrollment of more than 975 tribal members and a land base of just over 22,000 acres. The Ak-Chin Indian Community has a variety of business enterprises including Harrah's Ak-Chin Casino Resort, Ak-Chin Southern Dunes Golf Club, UltraStar Multi-tainment Center at Ak-Chin Circle and Santa Cruz Commerce Center. For more information, visit www.ak-chin.nsn.us

About Arizona Super Bowl Host Committee:

The Arizona Super Bowl Host Committee is a private, non-profit Arizona corporation that drives Arizona's plan for Super Bowl XLIX and is responsible for the \$25 million fundraising goal. Its mission is to be the catalyst to galvanize the local stakeholders in a united approach to hosting the largest single-day sporting event by maximizing positive media exposure, fueling the economic engine and leaving a lasting legacy long after the Big Game. The Host Committee serves as a liaison between the NFL and all regional efforts, culminating with the game on February, 1, 2015, at the University of Phoenix Stadium, home to the Arizona Cardinals. For more information and links to our social media sites, visit www.azsuperbowl.com