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**Contact:** Jamie Morris LeVine, [Jamie@slentertainment.com](mailto:Jamie@slentertainment.com) or 480.284.6033  
Brooke Benavides, [Brooke@slentertainment.com](mailto:Brooke@slentertainment.com) or 480.284.6033

**Super Bowl Central and NFL Experience will be Epicenter for Super Bowl XLIX Activities**  
*Major Family-friendly Fan Celebration Set for Downtown Phoenix*

**PHOENIX** – The Arizona Super Bowl Host Committee today announced several major initiatives that will take over 12 city blocks in downtown Phoenix and together will serve as the hub of fan, sponsor, media and NFL activities for Super Bowl XLIX.

The activities will cover 5th Street to First Avenue and Jefferson Street to Monroe Street and be anchored by the iconic Super Bowl roman numerals, which will tower 30 feet into the air.

**Super Bowl Central**, will feature live performances by national recording artists and local musical talent, community groups and schools, football themed activities, and beer and wine gardens. The festival will feature family-friendly activities for fans of all ages, will be free to the public and incorporate street level merchants and restaurants. Local culture and food will be showcased. This is a new addition to Arizona’s line-up of Super Bowl activities since the state last hosted the Super Bowl in 2008, and one million visitors are expected to participate.

“We are thrilled to be providing extensive and engaging events and activities that will showcase the energetic and vibrant culture of Arizona to fans, sponsors and media alike,” said David Rousseau, Chairman, Arizona Super Bowl Host Committee.

Typically one of Super Bowl’s most popular activities, **NFL Experience** is the world’s largest interactive football theme park. For Super Bowl XLIX, it will be located at the Phoenix Convention Center and feature attractions such as kids’ football clinics, interactive football games, free autograph sessions and more.

**NFL House**, a VIP hospitality headquarters, is another new addition to Arizona’s Super Bowl activities and will be located at CityScape.

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“Super Bowl Central, along with the NFL Experience and NFL House, will turn Downtown Phoenix into the Super Bowl epicenter. It will provide both local and visiting fans an amazing opportunity to be part of this global event. Super Bowl Central delivers direct economic benefits to local businesses,” said Greg Stanton, Mayor of Phoenix.

**NFL Media Center**, located at the Phoenix Convention Center, will provide working facilities for 5,000 members of the media from over 30 countries around the world.

National broadcast networks -- NBC, NFL Network and others -- will broadcast live from Super Bowl Central.

Additionally, **NFL Headquarters** will be at the Hyatt Regency Phoenix.

The average temperature in the Valley in February is 71 degrees, showcasing the ideal weather conditions for an outdoor fan festival as well as the Super Bowl game.

Super Bowl XLIX will be played at the University of Phoenix Stadium, home of the Arizona Cardinals, on February 1, 2015. This marks Arizona’s second Super Bowl in seven years and the third overall. In Super Bowl XLII at University of Phoenix Stadium on February 3, 2008, the New York Giants bet 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 beating the Pittsburgh Steelers 27-17.

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#### **About Arizona Super Bowl Host Committee**

The Arizona Super Bowl Host Committee is a private, non-profit Arizona corporation that is responsible for driving the state’s efforts for Super Bowl XLIX, including raising \$30million to fund Super Bowl activities. The mandate of the Host Committee is to galvanize local stakeholders in a united approach to hosting the largest single-day sporting event by maximizing positive media exposure, fueling the economic engine of Arizona and leaving a lasting legacy long after the Big Game. The Host Committee serves as 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 social media sites, visit <http://www.azsuperbowl.com>