



**NEWS RELEASE
For Immediate Release**

Event Date: April 15, 2014

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**GREENING OF SUPER BOWL XLIX BEGINS WITH FIRST TREE
PLANTINGS:
“GOLDEN SHOVEL” PASSES FROM NY/NJ TO ARIZONA**

(PHOENIX, April 15, 2014) While Super Bowl XLIX is still many months away, the first permanent reminders arrive in Phoenix, Arizona today. That’s when the NFL and the Arizona Super Bowl Host Committee hold their first tree planting event and receive the “golden shovel” being passed from New York/New Jersey, site of Super Bowl XLVIII to Arizona, the site of Super Bowl XLIX in 2015. The planting takes place at Kenilworth Elementary School in Phoenix at 10 a.m., Tuesday April 15.

The passing of the “golden shovel” is a tradition started several years ago between Super Bowl host communities. On April 11, the final trees for Super Bowl XLVIII will be planted in Bloomfield, New Jersey. The NY/NJ Host Committee has held onto the golden shovel for the past year and now they turn it over to Arizona to kick off the “greening” of Super Bowl XLIX.

Representatives of the National Football League, the Arizona Super Bowl Host Committee, the Valley Permaculture Alliance and the Phoenix Elementary School District will be on hand for the planting and will be joined by more than a hundred youngsters who will help plant these first Super Bowl trees in their own schoolyard.

As part of the tree planting tradition the previous host community donates one tree to the next host community and that tree is one that grows in both climates. In this case, a Lacebark Elm tree, found in both communities was selected as the ceremonial tree; one was planted in New Jersey last week and one will be planted locally today.

Both of these events are organized and developed by the NFL Environmental Program which has been a part of Super Bowl for more than 20 years. The NFL Environmental Program plays an active role behind the scenes at Super Bowl and is responsible for working on a variety of sustainability related programs, including recycling solid waste from Super Bowl events and donating building, decorative and office materials to local organizations for reuse. Tens of thousands of pounds of un-served food from Super Bowl events are distributed to local food banks. An annual project called Super Kids-Super Sharing puts thousands of pieces of sports equipment and books into the hands of local children in need of these items. A comprehensive climate change initiative combines support for urban forestry projects, use of biofuels, and use of renewable energy. These projects are developed in partnership with the Super Bowl Host Committee, Super Bowl sponsors, and local and state agencies as well as local non-profit organizations.

NOTE: Attached please find a group photo (left to right) Jay Parry, CEO, Arizona Super Bowl Host Committee, Jack Groh, National Football League and Christine Gonzales, Arizona Super Bowl Host Committee.

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