



**FOR IMMEDIATE RELEASE: June 5, 2014**

**Contact:** Jamie Morris LeVine, for Arizona Super Bowl Host Committee, [Jamie@slentertainment.com](mailto:Jamie@slentertainment.com) or 480.284.6033  
Zuzette Kisto, for Gila River Indian Community, [Zuzette.Kisto@gric.nsn.us](mailto:Zuzette.Kisto@gric.nsn.us) or 520.705.3099

**Arizona Super Bowl Host Committee Announces Partnership  
with the Gila River Indian Community**  
*Partnership kicks off with youth football clinic*

**PHOENIX** - The Arizona Super Bowl Host Committee announced its partnership with the Gila River Indian Community today during a press conference at the Sheraton Wild Horse Pass Resort and Spa in Chandler, Arizona. In attendance for today's announcement were Arizona Super Bowl Host Committee Chairman, David Rousseau, Gila River Indian Community Governor, Gregory Mendoza, Arizona Cardinals President, Michael Bidwill, and Arizona Super Bowl Host Committee mascot, SPIKE.

"We are proud to be partnering with The Gila River Indian Community and to work together to fuel the economic engine of Arizona," said David Rousseau, Arizona Super Bowl Host Committee Chairman. "Our partnership will have multiple elements with a major focus on education, health and fitness for the youth of the Gila River Indian Community."

A key component of the partnership will be working together to promote Arizona as the ideal location for businesses of all industries and sizes and a premier tourism destination well beyond Super Bowl XLIX. As part of the partnership, The Sheraton Wild Horse Pass Resort and Spa will be an official team hotel. The partnership will also include various economic and community initiatives to build relationships among all of Arizona's cultural groups.

"The Gila River Indian Community is thrilled to be a sponsor of the Arizona Super Bowl Host Committee and to have the opportunity to help make the big game and all its associated events a success for Arizona. Our Community emphasizes partnership, economic opportunity and giving back to our neighbors in all we do and with every dollar we invest," said Gila River Indian Community Governor, Gregory Mendoza. "So do the NFL and the Arizona Super Bowl Host Committee. That's why we're committed to joining forces and hosting quality events in association with the Super Bowl."

To officially kick off the partnership, Arizona Cardinals alumni Kwamie Lassiter and Frank Sanders, along with SPIKE, hosted a football clinic for 25 kids of the Gila River Indian Community. The Arizona Super Bowl Host Committee will continue to support the efforts of the Gila River Indian Community to promote education, health, and fitness to its youth.

"The partnership between the Cardinals and Gila River Indian Community dates back to the opening of University of Phoenix Stadium in 2006," said Cardinals President Michael Bidwill. "Like us, they believed that it would be a game-changer not only for our team but the entire community. Super Bowl XLIX is another critically important event for our state and it's no surprise that Gila River is stepping up to help provide the considerable community support required to make it a success."

Future community initiatives and events will be announced leading up to Super Bowl XLIX.

###

### **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 \$30 million fundraising goal. The Host Committee is 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 social media sites, visit <http://www.azsuperbowl.com>.

### **About Gila River Indian Community**

Gila River Indian Community, located on 372,000 acres in south-central Arizona and home to the indigenous people of O'odham (Pima) and Pee Posh (Maricopa). The Tribe is comprised of seven districts, the administrative offices and departments are located in Sacaton, and serve the people throughout these seven community districts. 100% of its profits from gaming and 17 other Enterprises are utilized by the community providing services and opportunities to achieve the highest quality of life.