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ARIZONA SUPER BOWL HOST COMMITTEE LAUNCHES COMMUNITY CAMPAIGN

Host Committee partners with NFL Foundation to distribute \$2 million to Arizona nonprofits

PHOENIX – Today the Arizona Super Bowl Host Committee announces its community campaign for Super Bowl XLIX. In addition to creating direct economic impact for Arizona, investing in the community and local nonprofits is paramount to the Host Committee’s mission to leave a positive lasting legacy from Super Bowl XLIX. The Arizona Super Bowl Host Committee is partnering with the National Football League (NFL) Foundation to distribute more than \$2 million to Arizona nonprofits leading up to Super Bowl XLIX on February 1, 2015.

With the launch of the “In the Community” web page, www.azsuperbowl.com/community, local nonprofits are encouraged to visit the site to learn about the Host Committee’s giving mission and focus areas. The legacy grants will focus on distributing dollars to local nonprofits that submit proposals with a key focus in education and youth health and wellness programs. The application will be available online June 23 until July 11.

The Arizona Super Bowl Host Committee has also partnered with the Arizona Community Foundation to provide the administration to distribute the foundation dollars. Their expertise in the nonprofit sector as well as the synergies in the foundation focus areas will be a tremendous asset to the Host Committee.

The NFL Foundation annually donates \$1 million towards Super Bowl legacy programs and is matched by local private and public donations.

“Giving back to the local nonprofit community is a tremendous opportunity that will allow us to leave Arizona in a better place as a result of Super Bowl XLIX. We appreciate the local business leaders and corporations support to make this investment possible and look forward to the many legacy projects that will be funded leading up to the Big Game,” said David Rousseau, Chairman, Arizona Super Bowl Host Committee.

The “In the Community” web page also features current community outreach events that the Host Committee has participated in throughout Arizona ranging from tree planting events to literacy fairs and football clinics. In addition, there is a donation page for the public to join the movement to leave a lasting legacy in Arizona by donating online and becoming an active philanthropist.

For more information, please visit www.azsuperbowl.com/community.

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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. 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

About NFL Foundation

The National Football League Foundation is a non-profit organization dedicated to improving the lives of those touched by the game of football – from players at all levels to communities across the country. The NFL Foundation represents the 32 NFL clubs and supports the health and safety of athletes, youth football, and the communities which support our game. For more information on The NFL Foundation, visit: www.NFLFoundation.org.

About Arizona Community Foundation

Established in 1978, the Arizona Community Foundation (ACF) is a statewide family of charitable funds supported by thousands of Arizonans. With five regional offices serving communities across Arizona, ACF is among the top 30 community foundations in the nation with more than \$650 million in trust and endowment assets, and is certified under the National Standards for U.S. Community Foundations. Last year, ACF and its affiliates awarded more than \$40 million in grants and scholarship funding to some 3,000 nonprofit organizations, schools and government agencies. More information is available at www.azfoundation.org.