



**FOR IMMEDIATE RELEASE: Aug 6, 2014**

**Contact:** Kathleen Mascareñas, [kmascarenas@azsuperbowl.com](mailto:kmascarenas@azsuperbowl.com) or 480.481.8616  
Phoenix Sky Harbor Public Relations (text or page) 602-673-5355

## **Arizona Super Bowl Countdown Clock Unveiled at America's Friendliest Airport**

**PHOENIX – With 179 days *and counting* until Super Bowl XLIX, the Arizona Super Bowl Host Committee and Phoenix Mayor Greg Stanton today unveiled a countdown clock at Phoenix Sky Harbor International Airport which will mark the days, hours and minutes until the opening kick-off of the State's third Super Bowl since 1996.**

"We're thrilled to have the Super Bowl XLIX countdown clock prominently located at Sky Harbor, the most highly-trafficked point of entry to the state. As we hit the six-month mark, this will help drive awareness and anticipation for the Super Bowl and all the surrounding events," said David Rousseau, Chairman of the Board of the Arizona Super Bowl Host Committee.

The state-of-the art digital clock located in Terminal 4 at Sky Harbor is illuminated on a 55 inch, high-definition LED screen. After today's unveiling on the west end of the baggage claim area, an additional countdown clock was illuminated on the east end of baggage claim in Terminal 4. The terminal serves more than 80 percent of Sky Harbor's passengers.

"The city of Phoenix is ready to host its largest Super Bowl celebration yet," said Phoenix Mayor Greg Stanton. "Phoenix Sky Harbor will be the gateway to the Valley for tens of thousands of Super Bowl visitors and we are working closely with the Arizona Super Bowl Host Committee to ensure the best fan experience the NFL has ever seen."

In the month surrounding the big game, Phoenix Sky Harbor will serve an estimated 4 million passengers. The new PHX Sky Train will provide a quick, convenient ride from the airport to the light rail connection, giving football fans an easy way to travel to Super Bowl Central, a festival made up of 12 city blocks that will be the epicenter of free, fan fun, in Downtown Phoenix. Super Bowl Central will be held for four days leading up to the game.

Super Bowl XLIX will be played at University of Phoenix Stadium on February 1, 2015, marking Arizona's third Super Bowl in 19 years. At Super Bowl XLII in University of Phoenix Stadium on February 3, 2008, The New York Giants beat 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.

### **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 plans and stages Super Bowl XLIX and all of its associated events in partnership with the NFL. In addition, the Host Committee is the catalyst to galvanize the local stakeholders in a united approach to maximize the positive media exposure, the game's positive economic impact for the region and leave a lasting legacy long after Super Bowl XLIX. For more information and links to social media sites, visit <http://www.azsuperbowl.com>.