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High Res Photos and B-roll Available Upon Request

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Arizona Super Bowl Host Committee and Cancer Treatment Centers of America® Celebrate New Partnership

PHOENIX – It was a celebration of Super Bowl proportions today for the patients and staff at Cancer Treatment Centers of America® (CTCA) at Western Regional Medical Center (Western) in Goodyear, AZ as NFL alumni, Valley dignitaries, SPIKE the Arizona Super Bowl Host Committee Mascot, Arizona Cardinals Cheerleaders, Big Red, and a high school marching band hosted an “indoor tailgate party” to announce the partnership between the Arizona Super Bowl Host Committee (AZSBHC) and CTCA®.

“It’s this type of community enthusiasm and corporate support that’s fueling the momentum to host the best Super Bowl yet,” said Jay Parry, President and CEO of the Arizona Super Bowl Host Committee. “We applaud the vision, leadership and support from CTCA, the latest teammate to be added to our corporate roster for Super Bowl XLIX.”

With balloons, banners and football-style frenzy, dozens gathered for the celebration.

“We are so fortunate that a world-class event is returning to our West Valley, and this partnership with the Arizona Super Bowl Host Committee provides us with an opportunity to continue to support our local community in new and innovative ways,” said Matt McGuire, President and CEO, CTCA at Western. “We plan to utilize this unique platform to educate, inform and enlighten the masses about prevention and general cancer awareness.”

The partnership with the AZSBHC is a fully integrated relationship with advertising, community events, public relations, social media and hospitality.

For cancer survivor, seasoned coach and former football player, Walter Weaver this was a marquee day. “I came to Cancer Treatment Centers of America in 2012 after a prostate cancer diagnosis. Whether playing the game of football or fighting for your life, I truly understand the importance of teamwork,” said Walter Weaver. “I am privileged to be a part of this event and honored that my treatment facility continues to support its community.”

As part of its sponsorship, CTCA will provide information at Super Bowl Central Information Booths to educate the estimated one-million attendees about cancer prevention, as well as, provide dozens of complimentary sunscreen dispensers.

Super Bowl Central, a pedestrian-friendly, twelve-block area located in Downtown Phoenix, will be the hub of activity the week leading up to Super Bowl XLIX. Fans can enjoy the free, football-themed fan campus from January 28 through the start of Super Bowl XLIX on February 1, 2015.



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About Arizona Super Bowl Host Committee

AZSBHC 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 www.azsuperbowl.com.

About Cancer Treatment Centers of America®

Cancer Treatment Centers of America, Inc. (CTCA) is a national network of five hospitals that specialize in the treatment of patients fighting complex or advanced-stage cancer. CTCA offers an integrative approach to cancer treatment that combines surgery, radiation, and chemotherapy with nutritional counseling, naturopathic medicine, mind-body therapy, and spiritual support to enhance quality of life and minimize side effects during treatment. The company serves patients from all 50 states at hospitals located in Atlanta, Chicago, Philadelphia, Phoenix and Tulsa. Known for delivering the Mother Standard® of care and Patient Empowerment Medicine®, CTCA provides patients with comprehensive information about their treatment options so they can participate in their treatment decisions. For more information about CTCA, go to www.cancercenter.com.