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FOR IMMEDIATE RELEASE AUG. 28, 2014

High Resolution Photos and Video Available Upon Request

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Title 1 Elementary Schools to Receive Coaches through Legacy Grant Awarded by Arizona Super Bowl Host Committee More than 13,500 Students Benefit From Grant

PHOENIX—The Arizona Super Bowl Host Committee, in partnership with UnitedHealthcare, delivered a special treat to a Valley non-profit today. Hundreds of students at Loma Linda Elementary School in Phoenix cheered as a check worth \$100,000 was handed to the director of Playworks. Playworks teaches youth empathy, leadership and citizenship through play. Through this non-profit, trained coaches stationed in elementary schools throughout the Valley work daily with children to improve school climate, reduce bullying and increase physical activity.

"Playworks was selected as a grant recipient due to its significant impact of reaching over 13,000 students across the Valley, as well as, its direct correlation to the youth health and wellness giving mission," said Jay Parry, President and CEO of the Arizona Super Bowl Host Committee. "We are thrilled to partner with UnitedHealthcare to help Playworks create future leaders by expanding its services to children through the Super Bowl XLIX grant."

The Arizona Super Bowl Host Committee mascot, SPIKE, pumped up teachers and students as they accepted the super-sized check, which was taller than most of the 4th graders. The legacy grant will allow Playworks to provide a full-time coach in 18, Title 1 elementary schools, which will keep more than 13,500 students active for up to 45 minutes throughout the school day.

"The legacy grant funding not only validates what we do every day to improve the lives of our students, but also allows us to expand our program and continue to teach kids leadership, empathy and citizenship," said Chuck Warshaver, Executive Director of Playworks. "Through active play and classroom curriculum, our youth develop self-confidence and self-esteem empowering them to become our state's future leaders."

"Now that I am a Junior Coach, I like to help the younger kids learn new games. I realize they look up to me and I need to set a good example," said Paloma Zaragoza, a three-year program participant. "Now I work hard to get good grades and do better in school so that I can continue to be a Junior Coach."



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The Arizona Super Bowl Host Committee and the National Football League (NFL) Foundation will distribute a remaining \$1.5 million in funding during the final grant cycle which will open in October. Arizona non-profits are encouraged to submit proposals with a key focus in education and youth health and wellness programs. Apply at the "In the Community" web page at www.azsuperbowl.com/community.

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 visit www.azsuperbowl.com.

About Playworks

Playworks is a national nonprofit organization that improves school climate, reduces bullying, promotes fitness and increases student engagement in school through play and physical activity. Through both our training programs and our on-site direct service, Playworks teaches children to resolve their own conflicts that arise at recess and carry over to the classroom, restoring valuable teaching and learning time. We help transform recess into a safe, fun and inclusive time that gets students active and engaged so they can return to the classroom focused and ready to learn. To learn more visit www.playworks.org.