



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **LOCAL SCHOOLS TEAM UP FOR A SUPER BOWL PROJECT TO HELP CHILDREN IN NEED: *SUPER KIDS – SUPER SHARING* COLLECTING BOOKS, SPORTS EQUIPMENT AND SCHOOL SUPPLIES FOR DONATION**

**PHOENIX** – Public and private schools in the greater Phoenix area are teaming up with the National Football League, the Arizona Cardinals, the Arizona Super Bowl Host Committee, the Salvation Army South Mountain Kroc Community Center and Verizon for a Super Bowl project that puts books, sports equipment and school supplies into the hands of local children in need. The project, called *Super Kids-Super Sharing*, has been implemented in Super Bowl host communities for the past 15 years and has made hundreds of thousands of books and pieces of sports equipment available to underserved children.

*Super Kids-Super Sharing* gives local students an opportunity to be involved in the excitement of Super Bowl and “recycle” items they no longer need. The program also promotes *NFL PLAY 60*, the league's youth health and wellness campaign, by sharing sports equipment among children in the community. Area schools are being recruited now to join in this effort.

Participating schools will ask their students to gather up gently used or new books, sports equipment and school supplies from home and place those items in collection boxes at school. Most school collections will begin in early January.

On January 22, 2015, coordinators and several students from each participating school will bring donated items to a collection event at the Salvation Army South Mountain Kroc Community Center, located at 1375 East Broadway Road in Phoenix. Representatives from the NFL, Arizona Cardinals, Arizona Super Bowl Host Committee and Verizon will be on hand to thank participants. Donated items will be sorted, then shared with pre-selected schools identified as needing supplies, and with other organizations that work with children in need.

As part of *Super Kids-Super Sharing*, used cell phones and equipment will also be collected for Verizon's HopeLine program. HopeLine from Verizon collects no-longer-used wireless phones and accessories and turns them into support for domestic violence organizations nationwide. Through HopeLine, Verizon has donated more than 180,000 phones with voice and text service and awarded millions of dollars in cash grants to partner agencies.

Public and private schools are welcome to take part in *Super Kids-Super Sharing*. The NFL provides posters, flyer templates, instructions and other materials to make this project easy to implement. Individual schools may register by emailing the name of their school, address and

contact information to [NFLenvironment@aol.com](mailto:NFLenvironment@aol.com). Interested schools should register at their earliest opportunity.

*Super Kids-Super Sharing* is one of several projects created by the National Football League and the Arizona Super Bowl Host Committee to respond to the environmental impact of Super Bowl events and to leave a positive, “green” legacy in the host communities. Tens of thousands of pounds of unserved prepared food from Super Bowl events will be distributed to local shelters and community kitchens. Solid waste from Super Bowl events will be recycled and leftover décor and construction materials will be donated to local organizations for reuse and repurposing. A number of tree planting projects are being developed to help create additional green space in local communities, and University of Phoenix Stadium, the site of Super Bowl XLIX, and several other major NFL Super Bowl event venues will be powered using “green energy” to reduce the climate impact of Super Bowl events.

These environmental projects are part of a large number of community events and initiatives implemented each year by the NFL and Super Bowl Host Committee to leave a positive benefit in each Super Bowl host community.

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