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Arizona Super Bowl Host Committee Counts Down 100 Days to Super Bowl XLIX

PHOENIX— With only 100 days until Super Bowl XLIX, the Arizona Super Bowl Host Committee celebrated the countdown to kick-off by hosting a super-sized pep rally for hundreds of students at Bernard Black Elementary School in Phoenix. The event commemorated more than \$600,000 awarded to local non-profits through the Legacy Grant Program.



One hundred students who participate in the Elevate Phoenix education program rallied their way through a decorative Super Bowl XLIX 100 Day Countdown banner to start the celebration as the Arizona Super Bowl Host Committee mascot, SPIKE, energized the crowd of students and teachers. The festivities were integrated into a character counts pep assembly to teach students the importance of confidence and leadership, characteristics instilled by Elevate Phoenix programs. The festivities culminated as Elevate Phoenix accepted a super-sized \$50,000 check.

"There's no better way to celebrate the 100-day milestone, than being part of an elementary school rally that teaches kids confidence and leadership," said Jay Parry, president and CEO of the Arizona Super Bowl Host Committee. "Partnering with Elevate Phoenix is representative of the positive and lasting impact that hosting a Super Bowl has on our communities."

The \$50,000 legacy grant, awarded to Elevate Phoenix by the Host Committee and NFL Foundation, will fund 4,000 mentor hours to teach, tutor and transport students at five, Title 1 elementary and high schools impacting more than 4,500 students.

"Our goal is to overcome cultures of poverty and violence and improve overall student academics by developing confidence, character, leadership skills and career readiness habits," said Tim Cleary, CEO of



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Elevate Phoenix. "This grant will allow us to bring 'hope with a plan' to more student in urban public Title 1 schools."

The Arizona Super Bowl Host Committee and the National Football League (NFL) Foundation will distribute an additional \$1.5 million in funding during the final grant cycle, leading up to Super Bowl XLIX. Arizona non-profits are encouraged to submit proposals with a key focus in education and youth health and wellness programs and can apply at the "In the Community" web page at www.azsuperbowl.com/community/giving. Grant proposals must be submitted by October 31, 2014 at 5 p.m.

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 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 Super Bowl XLIX

The Super Bowl is America's number one watched television program and culminates the NFL football season. Arizona will host its third Super Bowl in 19 years on Sunday, February 1, 2015. Super Bowl XLIX will be played at the University of Phoenix Stadium. For more information, visit www.nfl.com/superbowl/49.

About Pro Bowl

The Pro Bowl is held every year to showcase the best players throughout the NFL, as voted by the players, coaches and fans. The 2015 Pro Bowl will be played at University of Phoenix Stadium on Sunday, January 25th. It will mark the third time in history that the Pro Bowl will be held in the same city as the Super Bowl. The game will be played the Sunday before Super Bowl XLIX. For more information, visit www.nfl.com/probowl.