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\*High Resolution Photos and Broll Available Upon Request\*

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## New 'Super Bowl XLIX Legacy Field' and Scoreboard Unveiled at ASU Preparatory Academy

PHOENIX— Another page in Arizona's history books was written at a historic school in downtown Phoenix tonight as the Arizona Super Bowl Host Committee, NFL Foundation and the Arizona Cardinals dedicated a newly refurbished football field and much-needed scoreboard to the students, staff and fans of ASU Preparatory Academy. Before its Super Bowl XLIX makeover, the field was in subpar conditions for the thousands of youth who utilized it for organized sports and intramurals.

ASU Prep Academy was selected to receive this honor due to the need and rich history of the field, which in 1952 hosted one of the country's first college bowl games, the Salad Bowl, a precursor to the Fiesta Bowl. The field and scoreboard dedication had special meaning to ASU Prep students and faculty as the ceremony occurred during their packed homecoming game.

"The fact that thousands of youth and families will enjoy this historic field and new scoreboard for many generations to come exemplifies the importance of Arizona being host to Super Bowl XLIX and the lasting legacy that will be left," said David Rousseau, Chairman of the Arizona Super Bowl Host Committee. "It's with great pride that the Arizona Super Bowl Host Committee and our partners unveil this legacy field knowing its place in Arizona history."

Hundreds of community members and families cheered as the Host Committee and Arizona Cardinals cut the ribbon to officially unveil the field with a special appearance by Arizona Cardinals player Tyrann Mathieu. ASU Prep Academy band members and cheerleaders joined the fun on the field and also participated in the official ceremony.

"The Cardinals and NFL Foundation are proud to assist with this Super Bowl XLIX Legacy Field," said Cardinals President Michael Bidwill, who also serves on the board of the NFL Foundation. "When discussing the positive effects of having the Super Bowl in this community, you often hear about the



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economic impact and invaluable exposure the game brings. But just as important are the many meaningful community projects like this that will positively impact the Valley long after the game has been played.”

ASU Preparatory Academy is an innovative public charter school sponsored by Arizona State University and serves approximately 1,400 students from kindergarten through 12<sup>th</sup> grade in downtown Phoenix. In the three years the high school has been open, students have achieved some of the highest academic gains in Arizona and the school received an “A” label from the Arizona Department of Education.

“A comprehensive educational experience, which includes a variety of sports programming, is integral to meeting our goals of providing a university embedded academic program that prepares students to complete college, compete globally and contribute to their society,” said Beatriz Rendon, CEO of ASU Preparatory Academy and Associate Vice President for Educational Outreach and Student Services at Arizona State University. “We were excited to see our ASU Preparatory students play their first game on the new field and put points up on the newly donated score board.”



(BEFORE)



(AFTER)

### **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 local stakeholders in a united approach to maximize positive media exposure, positive economic impact for the region and to leave a lasting legacy long after Super Bowl XLIX. For more information and links to social media sites, visit [www.azsuperbowl.com](http://www.azsuperbowl.com).



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### **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](http://www.NFLFoundation.org).

### **About ASU Preparatory Historic Field**

ASU Preparatory Academy sits on the site of the historic Montgomery Stadium. The then, 22,000-seat stadium was the largest in Arizona and one of the largest high school arenas in the country. In 1952 Presidential candidate Dwight Eisenhower spoke at the stadium. The stadium was deconstructed in 1987 to make way for the school campus.

### **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](http://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 25<sup>th</sup>. 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](http://www.nfl.com/probowl).