



azsuperbowl.com



FOR IMMEDIATE RELEASE: October 13, 2014

Media Contact: Kathleen Mascareñas, kmascarenas@azsuperbowl.com; 480.481.8616; @azsuperbowlPR

Arizona Super Bowl Host Committee Invites Non-Profits to Apply for Final Legacy Grant Funding

More than \$1.4 Million Still Available from Host Committee and NFL Foundation

PHOENIX — Today, the Arizona Super Bowl Host Committee opens the final cycle of legacy grant application submissions. The Host Committee partnered with the NFL Foundation to distribute more than \$600,000 in legacy funding over the summer and will distribute over \$1.4 million during its final cycle to Arizona non-profits in the months leading up to Super Bowl XLIX on February 1, 2015.

"We are pleased that to date the NFL Foundation, Host Committee and our corporate partners have funded six Arizona non-profits through the initial summer grant cycle," said David Rousseau, Chairman, Arizona Super Bowl Host Committee. "The ability to expand and accelerate impactful youth programs in the community aligns with a primary goal to improve Arizona as a result of hosting Super Bowl XLIX. We look forward to supporting more commendable non-profit organizations in the coming months."

The legacy grants focus on distributing funds to local non-profits that submit proposals for programming that focus on education and youth health and wellness. The NFL Foundation donates \$1 million annually towards Super Bowl legacy programs and is matched by local private and corporate donations raised by the Host Committee.

"The NFL Foundation is pleased to fund additional non-profits as part of the Super Bowl Legacy Grant program," said Anna Isaacson, NFL Vice President of Social Responsibility. "Our collaboration with the Arizona Super Bowl Host Committee to impact communities and thousands of youth throughout the region is a priority for the NFL."

Non-profits may submit grant applications Monday, October 13th through Friday, October 31, 2014 until 5 p.m. All non-profits that receive legacy grant funding will be recognized at an NFL news conference during Super Bowl Week. Applications can be submitted online at www.azsuperbowl.com/community on the "In the Community" web page.

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



azsuperbowl.com



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.org.

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.



(The \$100,000 Playworks legacy grant will fund a full-time coach in 18, Title 1 elementary schools.)



(ASU Preparatory Academy in Phoenix received a new scoreboard and refurbished football field through the legacy grants.)