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3TV Partners with Arizona Super Bowl Host Committee

PHOENIX— With 88 days until the kickoff of Super Bowl XLIX, the call is out to recruit the best volunteers to represent Arizona. Today, the Arizona Super Bowl Host Committee is proud to announce KTVK 3TV as an official media partner of the Host Committee's volunteer program. As part of the partnership 3TV will utilize its various content platforms: on-air, online and on social media to promote upcoming volunteer opportunities.

"3TV was built on a legacy of service that started with our founder, former Arizona Governor Ernest McFarland, more than 59 years ago," said Ed Munson, Vice President and General Manager of 3TV. "It makes sense for us to continue that call to service as Arizona takes center stage for Super Bowl XLIX."

It's the Host Committee's goal to leave a lasting legacy on Arizona long after the Lombardi Trophy has been hoisted by the Super Bowl XLIX champion. The mission falls directly in line with 3TV's longstanding focus of building better lives for all of Arizona's families.

"This is the time to brand Arizona and promote all of the great assets of the state, and that includes the people that live here," said Jay Parry, President and CEO of the Arizona Super Bowl Host Committee. "Partners like 3TV will assist the Host Committee in making this one of the most memorable experiences for the community, all the visitors and our regional partners."

Hosting the best Super Bowl requires community involvement from media and business partners as well as volunteers. Volunteer sign-ups are on track as the momentum builds leading into the second half of the NFL regular season. An anticipated 10,000 volunteers will work to improve Arizona in various ways such as planting trees, helping at youth football clinics and making food packages for the homeless in the coming months. Then the volunteer focus will shift to welcome the estimated 100,000 visitors in late January. To become a volunteer register at www.azsuperbowl.com/volunteer.

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



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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 3TV

3TV is owned by Meredith Corporation (NYSE: MDP; www.meredith.com), the leading media and marketing company serving American Women. Meredith Corporation owns or operates 15 local broadcast stations in geographically diverse U.S. markets, reaching over 10 percent of U.S. households.

3TV produces 57+ hours of local news per week, more local news than most broadcast television stations in the U.S. 3TV's website, azfamily.com, is the number one television station website in Arizona. The station leads the way in innovation, community involvement and local news and weather coverage delivered by the most popular on-air talent in the market. Its audience credits 3TV as being *the* community-minded station that most reflects the spirit of Arizona and its people.

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.

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