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\*High Resolution Photos and B-roll Available Upon Request\*

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## Arizona Super Bowl Host Committee Unveils Cornerstone of Super Bowl Central

PHOENIX— With 83 days until the kick-off of Super Bowl XLIX, the Arizona Super Bowl Host Committee and Visit Phoenix today are unveiling a super-sized football mounted in downtown Phoenix, which will serve as the cornerstone for Super Bowl Central. Towering more than 20 feet high, it measures more than 32 feet around, and weighs in excess of 7,000 pounds.

"This massive installation for Super Bowl XLIX stands for the fun and lasting memories in store for fans, and for the heightened profile and lasting benefits for Arizona as we welcome our third Super Bowl in 19 years," said Jay Parry, President and CEO of the Arizona Super bowl Host Committee.

Located at the northwest corner of Washington Street and Central Avenue, the enormous football made of 7,000 pounds of steel, as well as wood and foam, is 2,000 percent larger than a regulation football.

"Super Bowl Central is a postcard from downtown Phoenix to the world," said Win Holden, chair of Visit Phoenix. "This super-sized football not only marks the epicenter of downtown Phoenix's fan experience, but it's destined to star in scores of selfies and social-media posts."

Fans are invited to take their photos in front of the newly installed giant football and share them on social media using #SB49.

Super Bowl Central will be a free, family-friendly, football-themed fan campus featuring street-level merchants and restaurants, local food trucks, beer and wine gardens, a concert stage, network broadcast stages and a nightly fireworks show. The 12-block area in downtown Phoenix will be the hub of fan activities for Super Bowl XLIX from Wednesday, January 28 through Sunday, February 1, 2015.

### **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



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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](http://www.azsuperbowl.com).

### **About Visit Phoenix**

Visit Phoenix is a private, not-for-profit organization dedicated to helping the traveling public discover and enjoy America's sunniest metropolis. Visit Phoenix represents 1,000 member businesses and markets Greater Phoenix as a premier visitor, meeting and tradeshow destination to both domestic and international audiences.

### **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 in 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>, the week before Super Bowl XLIX. It will mark the third time in history that the Pro Bowl will be played in the same city as the Super Bowl. For more information, visit [www.nfl.com/probowl](http://www.nfl.com/probowl).

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