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

Celebrate 49 Days to Super Bowl XLIX

Only Five Days Left to Join 4.9k Fun Run and Kid's 49 Yard Dash

Earn a Super Bowl XLIX Run Series Commemorative Medal

WHAT: With only five days left to sign up and celebrate 49 days before the kickoff to Super Bowl XLIX, the Arizona Super Bowl Host Committee encourages fans to register for the once-in-a-lifetime 4.9k Fun Run and Kid's 49 Yard Dash.

Participants are encouraged to wear their most festive Cardinals gear or favorite NFL team attire to win the "Most Spirited Runner" award. The winner will receive two tickets to the NFL Experience Engineered by GMC.

Runners who participate in the Super Bowl Host Committee's 4.9k Fun Run will receive a \$5 discount to the NFL Alumni Valor & Victors 5k Run. Simply register and run in both the Host Committee's 4.9k Fun Run, (www.azsuperbowl.com), and the NFL Alumni's Valor & Victors 5k Run, (www.NFLAlumni5k.org), to earn a commemorative Arizona Super Bowl Run Series medal and make your own Super Bowl XLIX memories.

There are great visual opportunities for morning show live shots. Please reach out in advance for planning.

WHEN: Saturday, December 13, 2014
8 a.m. – Registration and Expo Open
10 a.m. – 4.9k Fun Run start
10:30 a.m. – Post-race festivities
10:50 a.m. – Kid's 49 Yard Dash
Noon – RAWHIDE opens to the public

WHO: The following will be in attendance:
Jay Parry, Arizona Super Bowl Host Committee President and CEO
SPIKE, Arizona Super Bowl Host Committee mascot
Big Red, Arizona Cardinals mascot
Arizona Cardinals Cheerleaders
The Rock Hawgs and Second Shift live bands



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WHERE: RAWHIDE at Wild Horse Pass
5700 West North Loop Road
Chandler, AZ 85226

DETAILS: The event marks the first time a Super Bowl Host Committee coordinates a fun run as part of Super Bowl celebrations. Proceeds from the event will benefit the Arizona Super Bowl Host Committee Legacy Grant Program, which invests in the efforts of impactful charitable organizations in our local community.

Corporate and tribal event partners include: Gila River Indian Community, RAWHIDE, Salt River Project, Cancer Treatment Centers of America and Blue Cross Blue Shield of Arizona.

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.

About the NFL Alumni Association

The NFL Alumni Association is a nationwide group of former NFL players, coaches and employees whose mission is to serve, assist and inform former players and their families. The association offers a variety of programs to help members' lead healthy, productive and connected lives. To learn more, visit www.NFLAlumni.org. To register for the NFL Alumni Valor & Victors 5k run on Saturday, January 31, 2015, visit www.NFLAlumni5K.org. For volunteering opportunities, call 877-258-6635 or e-mail Run@NFLAlumni.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.