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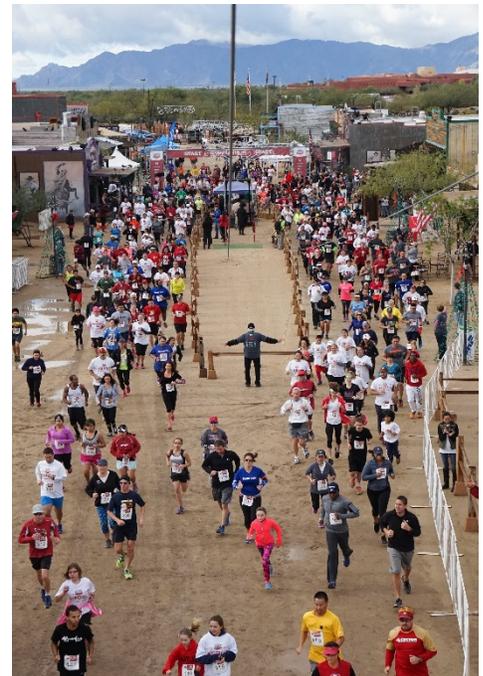
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Community Celebrates 49 Days before Super Bowl XLIX (49) *4.9k Fun Run Unites Region for A Day of Fun, Fitness and Festivities*

PHOENIX— Saturday marked the 49th day until Arizona hosts Super Bowl XLIX at University of Phoenix Stadium. Hundreds of enthusiastic runners and supporters filled RAWHIDE Western Town & Steakhouse to commemorate the day with the Arizona Super Bowl Host Committee. In keeping with the NFL's mission of health and wellness, the Host Committee held a 4.9k Fun Run and kid's 49 Yard Dash.

It was a morning filled with high energy as SPIKE, the Arizona Super Bowl Host Committee mascot, Arizona Cardinals cheerleaders, Big Red and the live bands, Second Shift and Rock Hawgs, pumped up the crowd.

It was a banner day for one person in particular. Christine Lisiak, whose husband works for Cancer Treatment Centers of America, was the first woman to cross the finish line. The mother of two is now the proud owner of a shiny trophy and earned bragging rights too.



Aerial view of 4.9k Fun Run at RAWHIDE

"It was a very special event for me. I was so excited to tell all my die-hard Packer friends back home how fun it was. I loved the venue and it was a very different scene for a run," said Lisiak. "To hear all the positive cheering while I ran was definitely a huge motivator to finish. I hope to run as well, or better, next month when my family and I participate in the NFL Alumni Association's Valor & Victors 5k Run."

Despite rain early in the morning on race day, the Valley of the Sun lived up to its name and didn't disappoint with exceptional winter weather as the brisk air and shining sun kept runners motivated throughout the three-mile course on the Gila River Indian Community.

"It was an ideal way to celebrate 49 days until kickoff," said Jay Parry, President and CEO of the Arizona



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Super Bowl Host Committee. "Plus, there is still time to join the festivities. With the support of our amazing sponsors and volunteers, there's a lot of positive momentum leading up to Super Bowl XLIX."

The Host Committee and NFL Alumni Association created the Arizona Super Bowl Run Series. The Valor & Victors 5k Run will be held on January 31, 2015. Those who ran in the 4.9k Fun Run can also run in the second race to receive a commemorative Super Bowl Run Series medal. For more information and to register, visit www.NFLAlumni5K.org.

Proceeds from the 4.9k Fun Run will benefit the Arizona Super Bowl Host Committee Legacy Grant Program, which invests in charitable organizations throughout Arizona.

The Host Committee would like to extend a special thank you to all of the volunteers and sponsors who made the event possible, including: Gila River Indian Community, RAWHIDE, Salt River Project (SRP), Cancer Treatment Centers of America® at Western Regional Medical Center, Blue Cross Blue Shield of Arizona, CBS5, KMLE Country 107.9, Kool 94.5 Kool FM, Live 101.5 Phoenix and Univision.

About Arizona Super Bowl Host Committee

AZSBHC is a private, non-profit Arizona corporation that drives Arizona's plan for Super Bowl XLIX and 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 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 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, or for more information, visit www.NFLAlumni5K.org. For volunteering opportunities, call 877-258-6635 or e-mail Run@NFLAlumni.org.

About RAWHIDE

RAWHIDE, located on the Gila River Indian Community, is Arizona's largest 1880's western-themed family entertainment venue and steakhouse. RAWHIDE, located just south of Phoenix, is 20 minutes from the Phoenix Sky Harbor International Airport at 5700 W. North Loop Rd., in Chandler, AZ. Admission is FREE (excluding special events). Parking fee in place daily. For more information about RAWHIDE, please visit www.rawhide.com or call (480) 502-5600, and Like us on Facebook.



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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.

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