



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



**FOR IMMEDIATE RELEASE November 24, 2014**

**Media Contact:** Kathleen Mascareñas, [kmascarenas@azsuperbowl.com](mailto:kmascarenas@azsuperbowl.com); 480.481.8616; [@azsuperbowlPR](https://twitter.com/azsuperbowlPR)

## **Arizona Super Bowl Host Committee Announces CEO Forum Program Provides Innovative Way to Utilize Super Bowl XLIX to Attract New Business**

**PHOENIX, Arizona** – Today the Arizona Super Bowl Host Committee formally announces the CEO Forum, a cornerstone program that will directly foster Arizona economic growth. The CEO Forum will welcome more than fifty (50) business executives from around the world to participate in a premier policy discussion about opportunities and challenges that will shape our future communities and businesses. The program will take place the weekend of Super Bowl XLIX in Phoenix and highlight the unique opportunities and positive business climate in Arizona.

“We want to introduce corporate decision-makers to Arizona and show them what our state has to offer. Arizona is pro-business and there’s a great workforce here. Our goal is simple, to encourage participants to move or integrate business operations to Arizona,” said David Rousseau chairman of the Arizona Super Bowl Host Committee. “We want to plant the seeds during Super Bowl XLIX and see Arizona business grow in the future.”

Super Bowl XLIX will serve as a tremendous catalyst to boost the Arizona business environment. The game and surrounding events and activities are expected to draw more than 100,000 visitors, which will ideally foster future business relocations and expansions in Arizona as well as continuing strong tourism.

The Arizona Commerce Authority is leading Arizona’s various economic development organizations in a collaborative effort to identify a diverse group of companies to participate in the CEO Forum, from Fortune 500 corporations to emerging, high-growth businesses. The Host Committee has engaged with several presenting sponsors that are heavily invested in supporting Arizona growth to create a world-class program that capitalizes on the interest and prominence of the Super Bowl, including Apollo Education Group, First Solar, Inc. and National Bank of Arizona (NB|AZ).

A pillar of the CEO Forum will be the CEO Leadership Huddle, a multi-panel policy forum being conducted in partnership with The McCain Institute for International Leadership. The panels will focus on a range of topics with the common theme of global leadership and will be highlighted by discussions between prominent business leaders, international politicians and philanthropic visionaries. In addition, the CEO Forum will include many opportunities for attending CEOs to engage with Host Committee sponsors, Arizona’s business leaders, elected officials and other advocates. Additional program and panel details will be announced in January 2015.



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



The CEO Forum is unique to the Arizona Super Bowl Host Committee and was started in 2008 with Super Bowl XLII. The program brought more than 20 CEOs to Arizona for Super Bowl weekend and resulted in more than 1,000 jobs and over \$400 million invested in the state.

One of the participants in the 2008 CEO Forum was Dr. Patrick Soon-Shiong, who led a sizeable business investment in Arizona after participating in the program. Dr. Soon-Shiong recently joined the Arizona Super Bowl Host Committee Board of Directors and continues to be an advocate for investment in Arizona. He also will play a key role in the CEO Forum curriculum.

### **About Presenting Sponsors**

Apollo Education Group is honored to be a presenting sponsor of the CEO Forum. As one of the largest employers in Arizona, a proud corporate citizen and a national leader in higher education and workforce development, Apollo Education Group looks forward to welcoming its peers in the global business community.

Tempe-based First Solar, Inc., a global leader in comprehensive solar energy solutions, is leveraging its corporate partnership with the Arizona Super Bowl Host Committee to allow employees broad opportunities for volunteer community service projects, as well as network with other local civic leaders and visiting executives.

NBJAZ has a long tradition of supporting and leading economic development efforts across the state of Arizona. By partnering with the Host Committee on this initiative it will enable NBJAZ to continue to bring people together to talk about the great opportunities that exist in Arizona and grow business.

Other CEO Forum partners include the Ak-Chin Indian Community, Arizona Office of Tourism, Arizona Public Service, Avnet, City of Scottsdale, Glendale Convention & Visitors Bureau, Hines Property Management, Salt River Project, Tempe Tourism Office, Town of Paradise Valley, Verizon, Visit Mesa and Visit Phoenix. To become a sponsor or get involved, email [ceoforum@azsuperbowl.com](mailto:ceoforum@azsuperbowl.com).

### **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 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 Arizona Commerce Authority**

The Arizona Commerce Authority (ACA) is the state's leading economic development organization with a streamlined mission to grow and strengthen Arizona's economy. The ACA uses a three-pronged approach to advance the overall economy: recruit, grow, create – *recruit* out-of-state companies to expand their



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



operations in Arizona; work with existing companies to *grow* their business in Arizona and beyond; and partner with entrepreneurs and companies large and small to *create* new jobs and businesses in targeted industries. Visit [azcommerce.com](http://azcommerce.com) for more.

### **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).

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