



NEWS RELEASE

For Immediate Release

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SUPER BOWL XLIX BUILDING A “GREEN” LEGACY IN ARIZONA

TREE PLANTINGS IN FOUR LOCAL CITIES CREATE A PERMANENT ENVIRONMENTAL BENEFIT

PHOENIX (November 12, 2014) - Hundreds of trees will be planted throughout the Phoenix area this fall and winter as part of the greening of Super Bowl XLIX. Four local cities applied for and were awarded matching grants by the NFL and the Arizona Super Bowl Host Committee in partnership with Super Bowl sponsor Verizon and local nonprofit Valley Permaculture Alliance.

Trees will be planted in public spaces in Mesa, Tempe, Glendale and Phoenix beginning November 15, 2014 in Tempe and finishing in Glendale in January 2015 - just one week before Super Bowl XLIX. Each city has received a grant that can be used to match the cost of trees for local urban forestry projects – in some cases allowing the city to double the size of an existing tree planting project.

“Urban forestry has been part of Super Bowl for ten years – ever since our first tree planting project in Jacksonville back in 2005,” said Jack Groh, NFL Environmental Director. “It is one of the many ways that the NFL works to leave behind a positive legacy in each Super Bowl host community.”

Each recipient city was allowed to select its own tree planting project to apply the grant funding to as long as it met the project criteria. The most important criteria was that the trees be planted in a public space where they would provide environmental benefit and also provide shade, water retention and aesthetic benefit.

The Arizona Super Bowl Host Committee is a key partner in this and all other environmental projects connected to Super Bowl. This includes solid waste recycling at major events and facilities, collection of

prepared food for donation, repurposing of construction and décor materials, collection of books and sports equipment for donation to local children in need, and use of renewable “green” power at all the major Super Bowl venues including University of Phoenix Stadium.

“Super Bowl XLIX is going to be a spectacular event for visitors and local residents and a chance to show off our state,” said Jay Parry, President and CEO of the Arizona Super Bowl Host Committee. “Along with all our other preparations, we’ve been working alongside the NFL to leave a lasting legacy in areas such as economic impact, education, and community enhancements like tree plantings that are good for the community and environment.”

The other key participant is Super Bowl sponsor Verizon. Two years ago Verizon became the first major NFL sponsor to support and participate in the "greening" of Super Bowl. Verizon has not only helped to fund the urban forestry projects but is a part of the *Super Kids - Super Sharing* project that collects books and sports equipment for local kids and the annual “E-Waste” recycling event at Super Bowl.

Our primary nonprofit partner is Valley Permaculture Alliance, which has handled the administration of grant funding for all tree planting projects and also helped create the initial planting event last spring that saw the previous host communities of New York and New Jersey hand over the symbolic “golden shovel” from their region to Arizona. The golden shovel event is a Super Bowl tradition where a host community transfers the environmental mantle to the next host community.

Tree plantings scheduled for Super Bowl XLIX:

Tempe: November 15, 2014

Phoenix: November 22, 2014/January 10, 2015

Mesa: January 17, 2015

Glendale: January 24, 2015

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