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Contingency Plan for Verizon Super Bowl Central *'The Show Will Go On' Rain or Shine*

WHAT: Verizon Super Bowl Central will be open rain or shine and 'the show will go on.' The Arizona Super Bowl Host Committee wants everyone to come down and enjoy all the festivities that are indoors and outdoors. Daily performances and nightly concerts on the Pepsi Hyped for Halftime stage will proceed as planned, barring any safety concerns. Here's a list of the nightly concerts, which start at 7:30 p.m.:

Date	National Recording Artists
Thursday, January 29	Wisin and Kat Dahlia
Friday, January 30	Walk the Moon
Saturday, January 31	The Roots

The Grand Canyon Experience Presented by NB|AZ will not operate in the rain, due to safety concerns. Staff will stand by and be prepared to open the attraction when conditions allow. All tickets sold for times the attraction is closed will be honored at any time during open hours of Verizon Super Bowl Central.

Many of the sponsor activation areas are covered, in addition to the restaurants and bars in Downtown Phoenix, plus the NFL Experience Engineered by GMC and the Bridgestone Fan Gallery inside the Phoenix Convention Center.

The following areas of Verizon Super Bowl Central will remain open to fans to enjoy:

- American Airlines
- Arizona's Grand Tour by the Arizona Office of Tourism
- Arizona State University area
- AZCentral.com autograph stage
- Bridgestone Fan Gallery
- Bridgestone Performance Moment
- Bud Light Beer Garden
- Cancer Treatment Centers of America area
- City Skate



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- Cox Communications area
- Dignity Health Barrow Brain Ball Experience
- First Solar Countdown Clock
- Mexico: Live It To Believe It
- Network broadcast sets
- NFL Experience Engineered by GMC
- NFL Fan Style Truck
- NFL SHOP presented by Visa
- Papa John's area
- Pepsi Hyped for Halftime Stage
- Pepsi Hype Zone
- Puppy Bowl Café
- Salt River Project (SRP) energy education zone
- Super Bowl XLIX Roman numerals
- Super-Sized Football presented by Visit Phoenix
- TOSTITOS Party Boulevard
- Univision Zone
- Verizon biometric charging station
- Verizon Power House

Check out www.azsuperbowl.com for updated information, event details, concerts and activation areas.

WHERE: Verizon Super Bowl Central in Downtown Phoenix

WHEN: January 29 – February 1, 2015

Thursday: 2 – midnight

Friday: 2 – midnight

Saturday: 10 a.m. – midnight

Sunday: 10 a.m. – 3 p.m.

About Verizon Super Bowl Central

Verizon Super Bowl Central is the epicenter of Super Bowl XLIX festivities with one million visitors expected to revel in Downtown Phoenix from Wednesday, January 28 through Sunday, February 1, 2015. The 12-city block, free, football-themed, family-friendly, fan campus will feature the iconic XLIX Roman numerals, The Grand Canyon Experience Presented by NB|AZ, the Pepsi Hyped for Halftime stage, AZCentral.com Autograph Stage, the Bud Light Beer Garden, network broadcast stages and a nightly fireworks show, in addition to being complemented by the NFL Experience Engineered by GMC in the Phoenix Convention Center. As fans enjoy the myriad of outdoor attractions, they also can enjoy a cold Bud Light purchased within the special event liquor license area. Street-level merchants, downtown restaurants and local food trucks will offer a plethora of palate-pleasing options. For updated information, visit www.azsuperbowl.com.



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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.

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