



azsuperbowl.com



FOR IMMEDIATE RELEASE January 27, 2015

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

Jordin Sparks contact: Victoria Varela, Varela Media; [victoriavarela@varelamedia.com](mailto:victoriavarela@varelamedia.com)

## Platinum Recording Artist Jordin Sparks to be Grand Marshal of Opening Ceremony of Verizon Super Bowl Central in Downtown Phoenix

PHOENIX— Verizon Super Bowl Central opens in less than 24 hours and fans from all over the world are in for a super-sized treat as Grammy Award nominee, actress and Arizona native Jordin Sparks serves as Grand Marshall of the Opening Ceremony. The World Famous Budweiser Clydesdales will parade the singing sensation down Washington St. as the beer wagon enters the 'The Block' on Verizon Super Bowl Central to deliver the hometown superstar to the Pepsi Hyped for Halftime Stage.

The electrifying singing sensation will be the first to illuminate key attractions such as the Verizon Power House, the Verizon #WhosGonnaWin Light Show, The Grand Canyon Experience presented by NB|AZ and iconic XLIX Roman numerals. The public is invited to the free opening ceremony, which will be held from 6:30 to 7 p.m. on Jan. 28.

Verizon Super Bowl Central is a free, football-themed, family-friendly, fan campus. It will be the epicenter of Super Bowl XLIX festivities with one million visitors expected to revel in Downtown Phoenix at no charge. Verizon Super Bowl Central opens on Wednesday, January 28 at 2 p.m.

The hours of operation are from 2 – 10 p.m. from January 28 – 30; 10 a.m. – 10 p.m. on January 31; and from 10 a.m. - 3 p.m. on Sunday, February 1. Fan will enjoy a myriad of free activities throughout Verizon Super Bowl Central.

### Attractions on Verizon Super Bowl Central:

- **XLIX Roman numerals**

The iconic Super Bowl XLIX Roman numerals are located on 1<sup>st</sup> St. between the blocks of



Photo Credit: Troy Jensen



azsuperbowl.com



Washington and Jefferson. The numerals include a video projection show with a LED color changing graze lighting. The numerals are 39' 6" by 116' and weigh 160,000 lbs. with ballasting.

- **Verizon Power House**

Revelers are engaged with the latest technology, products and services inside the Verizon Power House. Fans will learn about NFL Mobile from Verizon from the NFL's best players and feel the intensity of the game with cutting edge virtual reality.

- **The Grand Canyon Experience Presented by NB|AZ**

The super-sized, one-of-a-kind rock wall climbing experience is the largest attraction inside Verizon Super Bowl Central. It features 20 climbing positions and a breathtaking 18-ft. waterfall that flows down the center of the attraction. It measures 30 feet tall by 100 feet wide and also features an 18-ft. video screen at the summit. The Grand Canyon Experience presented by NB|AZ is located on the corner of 1st St. and Jefferson. Tickets are \$5 and available to purchase at [www.azsuperbowl.com](http://www.azsuperbowl.com) in advance to secure an appointment to climb. Tickets also will be available onsite on Verizon Super Bowl Central. Proceeds will benefit the Host Committee's legacy grant program for Arizona nonprofits.

- **Pepsi Hyped for Halftime Stage**

Starting at 2 p.m. every day (10 a.m. Saturday and Sunday), fans can enjoy local talent and group performances on the Pepsi Hyped for Halftime Stage. Opening acts for the free concert series begin at 7:30 p.m. each night. Verizon Super Bowl Central comes alive when national recording artists hit the stage at 8:45 p.m. For a full performance line-up, visit [www.azsuperbowl.com/verizon-super-bowl-central/live-entertainment](http://www.azsuperbowl.com/verizon-super-bowl-central/live-entertainment).

- **Dignity Health Barrow Brain Ball Experience**

Play the newest Brain Ball game, hear from concussion experts, get properly fitted for football helmets and take photos with NFL alumni players.

- **Mexico Live It To Believe It**

A Mexico interactive experience that you have to "Live to Believe," which includes 360 degree photo opportunities, high-tech displays, 3D video simulations, sand sculptures and augmented reality technology, where guests can experience various trips through Mexico.

- **TOSTITOS Party Boulevard**

The official party destination on Verizon Super Bowl Central where guests can experience firsthand how TOSTITOS BRINGS THE PARTY.



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



- **AZCentral.com Autograph Stage** - The autograph stage offers FREE autographs from former NFL players from 2 p.m. – 6 p.m. daily. For a full list of players and times, visit [www.azsuperbowl.com](http://www.azsuperbowl.com).
- **Bud Light Beer Garden**  
Take a break from all the excitement, sip a cold Bud Light and relax. To enjoy, head to the Hanny's parking lot on the southeast corner of Central Ave. and Adams.
- **Fireworks Show**  
The nightly festivities come to a close with a big bang. A fireworks show will take place every evening on Verizon Super Bowl Central at 10 p.m. The downtown campus and nearby restaurants will remain open until midnight.

For a full list of Verizon Super Bowl Central activities, visit [www.azsuperbowl.com/verizon-super-bowl-central/fan-activities](http://www.azsuperbowl.com/verizon-super-bowl-central/fan-activities).

#### **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 NBJAZ, 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](http://www.azsuperbowl.com).

#### **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 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 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).

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