



NEWS RELEASE

For immediate release

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NFL SUPER KIDS-SUPER SHARING PROJECT BENEFITS CHILDREN IN GREATER PHOENIX AREA

More than 33,000 Items Collected

PHOENIX (January 22, 2015) – More than 33,000 items were collected today at the *NFL Super Kids-Super Sharing* event at the South Mountain Kroc Community Center. Approximately 21,000 books, 8,000 school supply items, 3,500 pieces of sports equipment and nearly 500 cell phones were collected. Verizon donated the cell phones to domestic violence organizations nationwide and 60 local schools received the remaining donated items thanks to the efforts of local students.

Public and private schools teamed up with the NFL, the Arizona Cardinals, the Arizona Super Bowl Host Committee, Verizon and the Salvation Army South Mountain Kroc Community Center for the Super Bowl project called *NFL Super Kids-Super Sharing*. Joining in the effort were schools from Phoenix, Scottsdale, Chandler, Tempe, Gilbert, Tolleson, Mesa, Goodyear, Avondale, Queen Creek and Litchfield Park.

This grassroots community project started in local homes earlier this month as students and families gathered up lightly used (or new) books, school supplies and sports equipment to donate. Those items were collected at participating public and private schools and are were brought to the *Super Kids* collection event on Thursday.

On hand to greet and thank the students and coordinators were **Tyrann Mathieu**, Arizona Cardinals safety, **Frank Sanders**, former Arizona Cardinals wide receiver, team mascot Big Red, Cardinals Cheerleaders, SPIKE, the Arizona Super Bowl Host Committee mascot, and R.J. Kroc, the Salvation Army Kroc Community Center Mascot.

The NFL has developed the *Super Kids – Super Sharing* project in each Super Bowl city for 15 years. HopeLine from Verizon was once again part of Super Kids, and local students collected used cell phones to help. Through HopeLine, Verizon collects no-longer used wireless phones and accessories and turns them into support for domestic violence organizations nationwide. As part of the Super Kids thank you

ceremony, Verizon made a \$10,000 donation to the Back to School Clothing Drive organization in support of their efforts to support school children affected by domestic violence.

Since its inception in 2000 at Super Bowl XXXIV in Atlanta, the *Super Kids-Super Sharing* project has placed hundreds of thousands of books and pieces of sports equipment into the hands of children in Super Bowl host communities.

Super Kids-Super Sharing is part of the NFL's Environmental Program. It teaches children to "recycle" items they no longer need and pass them along to others who can benefit from them. The program also promotes NFL PLAY 60, the league's youth health and wellness campaign, by sharing sports equipment among children in the community.

NFL Environmental Program

Super Kids-Super Sharing is one of several projects created by the National Football League and the Arizona Super Bowl Host Committee to respond to the environmental impact of Super Bowl events and to leave a positive, "green" legacy in the host communities. Through the NFL Environmental Program, tens of thousands of pounds of unserved prepared food from Super Bowl events will be distributed to local shelters and community kitchens. Solid waste from Super Bowl events will be recycled and leftover décor and construction materials will be donated to local organizations for reuse and repurposing. Electronic waste is being collected and recycled at a public event in partnership with Verizon. A number of tree planting projects are being developed to help create additional green space in local communities, and University of Phoenix Stadium, the site of Super Bowl XLIX, and several other major NFL Super Bowl event venues will be powered using "green energy" to reduce the climate impact of Super Bowl events. SRP is providing green power for University of Phoenix Stadium and for other events on the stadium campus. APS is providing green power for events located in downtown Phoenix.

These environmental projects are part of a large number of community events and initiatives implemented each year by the NFL and Super Bowl Host Committee to leave a positive benefit in each Super Bowl host community.

Salvation Army Kroc Community Center

Because Super Kids – Super Sharing demonstrates tangible means of building a community of hope, The Salvation Army Phoenix Kroc Center is honored to host the event. The intent of this program is consistent with the Kroc Center's mission to provide opportunities for people from all walks of life to experience personal discovery, growth and service. The Kroc Center is pleased by this opportunity to be a part of facilitating the empowerment and enrichment of the lives of children from participating schools.

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