



Media Advisory

Arizona Super Bowl Host Committee, the National Football League and Verizon Team Up to Green Up Super Bowl XLIX: Community Invited to Dispose of Electronics at “E-Waste” Recycling Rally

- WHAT:** Super Bowl XLIX “E-Waste” Recycling Rally. The Arizona Super Bowl Host Committee, the National Football League and Verizon will be partnering to collect and safely recycle electronic waste. The public will be able to discard electronic devices such as computers, televisions, or cell phones during an event in Phoenix.
- WHERE:** Desert Ridge Marketplace, 21001 N. Tatum Blvd., Phoenix (Behind the AMC theater)
- WHEN:** Tuesday, Jan.20, 2015 from 7:30 a.m. to 2:00 p.m.
- CONTACTS:** Kathleen Mascarenas, Arizona Super Bowl Host Committee, KMascarenas@azsuperbowl.com, 480-481-8616
Jenny Weaver, Verizon, Jenny.Weaver@VerizonWireless.com
480-763-6321
Jack Groh, National Football League, NFLEnvironment@aol.com, 401- 952-0886
- INTERVIEWS:** Representatives from the Arizona Super Bowl Host Committee, the NFL and Verizon will be on site and available for interviews. Members of the public will be arriving throughout the day to drop off electronic items to be recycled.
- SIGNIFICANCE:** This is the second year that Verizon and the NFL have joined with the local Super Bowl Host Committee to collect and recycle electronic waste. In addition to recycling E-waste, Verizon will collect no-longer-used cell phones, batteries, chargers, accessories and tablets as part of its HopeLine® from Verizon program, which provides support for non-profit domestic violence organizations and agencies nationwide. Since 2009, Verizon has collected and recycled nearly 2 million pounds of E-waste. The E-waste event is part of the overall environmental and community outreach program developed for Super Bowl XLIX.