



## NEWS RELEASE

### For immediate release

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### **NFL SUPER KIDS-SUPER SHARING PROJECT TO BENEFIT CHILDREN IN GREATER PHOENIX AREA**

PHOENIX (January 12, 2015) – Thousands of books, pieces of sports equipment and school supplies will be put into the hands of under-served children in the greater Phoenix area thanks to the efforts of local students.

Public and private schools have teamed up with the National Football League, the Arizona Cardinals, the Arizona Super Bowl Host Committee, Verizon and the Salvation Army South Mountain Kroc Community Center for a Super Bowl project called *Super Kids-Super Sharing*. Joining in the effort are 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 are being collected at participating public and private schools.

A *Super Kids* collection event will be held on **Thursday, January 22, 2015** from 9 a.m. to noon. Coordinators and students from each participating school will bring donated items to **The Salvation Army South Mountain Kroc Community Center, 1375 E. Broadway Road in Phoenix**. Donated items will be sorted, then made available to designated local schools and organizations that serve local children in need. The Arizona Cardinals are scheduled to have a player, team mascot Big Red, and Cardinals Cheerleaders on hand to greet and thank students and coordinators. Plus, SPIKE, the Arizona Super Bowl Host Committee mascot will be in attendance. The Cardinals will also host a Kids Camp for participants to enjoy once donated items have been sorted.

The NFL has developed the *Super Kids – Super Sharing* project in each Super Bowl city for 15 years. HopeLine from Verizon will once again be part of Super Kids, and local students have been collecting 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. Verizon will also make a donation to a local domestic violence organization at the Super Kids event.

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 National Football League'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.

*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 implemented 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. 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.

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