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Arizona Super Bowl Host Committee and NB|AZ Announce Marquee Fan Activity Fans from All Over the World to Enjoy 'The Grand Canyon Experience' Presented by National Bank of Arizona

PHOENIX — The Arizona Super Bowl Host Committee and National Bank of Arizona (NB|AZ) are proud to announce **The Grand Canyon Experience Presented by NB|AZ**, a super-sized, one-of-a-kind rock wall climbing experience for revelers who will visit **Verizon Super Bowl Central** in Downtown Phoenix, the week leading up to Super Bowl XLIX.

The interactive experience, set to open January 28th, will be the largest attraction inside Verizon Super Bowl Central and will feature 20 climbing positions and a breathtaking 18-ft. waterfall flowing down the center of the attraction, much like the Colorado River runs through the Grand Canyon. It will measure 30 feet tall by 100 feet wide, and will feature an 18-ft. video screen at the summit.



The Grand Canyon Experience Presented by NB|AZ
Photo Credit: ToH Design Studio & Party Planners West

"Arizona is the Grand Canyon State and there is no better way to pay tribute to Arizona's unique warmth, natural beauty and plentiful resources than to recreate a piece of our iconic natural wonder in the heart of Verizon Super Bowl Central for all our fans to enjoy. We are thankful to our partner, National Bank of Arizona, for their support in bringing this true Arizona experience to life," said Jay Parry, president and CEO of the Arizona Super Bowl Host Committee.

The monument, designed to resemble the Grand Canyon and its unique formations, is being constructed with authentic rock texture to emulate the canyon's terrain. Twenty climbers can ascend the wall at one time with climbing difficulty ranging from kid-friendly to professional.



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The Arizona Super Bowl Host Committee commissioned Rockwerx, a leading builder of commercial and recreational climbing walls, to construct the monument. Due to its distinctive attributes, it had to be manufactured and built from scratch.

“As Arizona’s largest community bank, National Bank of Arizona is proud to bring The Grand Canyon Experience to everyone visiting our great state during Super Bowl XLIX,” said Keith Maio, president and CEO of NB|AZ.

The Grand Canyon Experience Presented by NB|AZ will be located on the corner of 1st St. and Jefferson. Fans, ages six and up, are invited to take on The Grand Canyon Experience Presented by NB|AZ starting on Wednesday, January 28th at 2 p.m. Tickets will be \$5 and available to purchase at www.azsuperbowl.com in advance to secure an appointment to climb. Tickets also will be available onsite at Verizon Super Bowl Central. All proceeds from ticket sales will be donated to the Arizona Super Bowl Host Committee Legacy Grant Foundation. Funds are distributed to non-profit organizations in Arizona.

For information about Super Bowl XLIX happenings, visit www.azsuperbowl.com or follow @azsuperbowl or @azsuperbowl_es on Twitter, #SBcentral, #sb49, and www.facebook.com/azsuperbowl or www.facebook.com/azsuperbowles.

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 located inside the Phoenix Convention Center. As fans enjoy the myriad of outdoor attractions, they also can sip 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.

About NB|AZ

With a smart approach to financing, National Bank of Arizona (NB|AZ) understands the entrepreneurial spirit of Arizona business. Founded in Tucson in 1984, NB|AZ is a full-service community bank offering unique business and personal financial solutions that help customers manage and grow their bottom line. With more than \$4.5 billion in assets, NB|AZ is backed by the strength of Zions Bancorporation, one of the top 20 domestic bank holding companies in the U.S. with total assets of \$53 billion. NB|AZ operates branch locations in more than 50 communities supporting the vision of successful individuals and businesses



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throughout the state of Arizona. Stop by any of the more than 70 branches of NB|AZ for local and personalized service from a loyal banking provider. For more information, [visit www.nbarizona.com](http://www.nbarizona.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.

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