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UNIVERSO FOOTBALL ON VERIZON SUPER BOWL CENTRAL Full Day of Latino Culture and Community Featured at Free, Outdoor Fan Campus

PHOENIX – The Arizona Super Bowl Host Committee is proud to announce Universo Football on Thursday, Jan. 29, 2015 – a full day of Latino-oriented programming on Verizon Super Bowl Central. Local and community acts will also be featured throughout the week as part of the overall strategy to showcase Arizona's multicultural population.

Featuring special performances on the Pepsi Hyped for Halftime Stage throughout the afternoon and evening, as well as autograph sessions with NFL Hispanic alumni, Universo Football will highlight the vibrant Latino culture and community so important to Arizona.

Groups scheduled to perform include Tucson cumbia band **Chicha Dust**, Phoenix's own **Jaleo Band**, Cuban-American recording artist **Kat Dahlia** and Puerto Rican reggaeton musician **Wisin**. The AZcentral.com Autograph Stage will also feature **Hispanic football legends**.

"The Latino community is such an integral part of Arizona's history, its present and its future," said David Farca, board member of the Arizona Super Bowl Host Committee. "This unique element of our Super Bowl festivities enables us to celebrate this community and the diversity of our state with fans from across the country."

To cap the day's festivities, PepsiCo will announce the renewal of the **PepsiCo Cesar Chavez Latino Scholarship Fund**. The Fund represents a multiyear commitment by PepsiCo to the Cesar Chavez Foundation to help Latino students meet and exceed their educational goals. Members of the Chavez family will be in attendance to celebrate the announcement.

Fans in search of Latino flavor throughout the week can also visit **Univision Zone**, which will feature a live radio broadcast as well as fan interactive elements from Arizona's top Spanish-language television media company. In addition, the **Mexico: Live It To Believe It** interactive experience will invite guests to experience 360 degree photo opportunities, high-tech displays, augmented reality technology and sand sculptures.

Verizon Super Bowl Central is a free, family-friendly, football-themed outdoor campus in Downtown Phoenix that serves as the hub for all fan activities for the week leading up to Super Bowl XLIX. A full schedule of activities is available at azsuperbowl.com.



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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 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.

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 is 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 local stakeholders in a united approach to maximize positive media exposure, positive economic impact for the region and to leave a lasting legacy long after Super Bowl XLIX. For more information and links to social media sites, visit www.azsuperbowl.com.

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