



Valley Metro Release

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Kick off Super Bowl XLIX with a Valley Metro Commemorative Transit Pass

Light rail and bus service enhanced for Pro Bowl 2015 and Super Bowl XLIX events

PHOENIX, AZ – Super Bowl XLIX is coming to Arizona on February 1, 2015, and so is a playbook chalked full of festivities. Get your game plan ready by purchasing a commemorative 7-Day transit pass. The pass offers easy access to all the fun with streamlined boarding on a bus or the light rail, as well as a keepsake of Arizona history.

“Transit is making game-winning moves to support Super Bowl XLIX and related celebrations in Downtown Phoenix and Glendale,” said Hillary Foose, Director, Valley Metro Communication and Marketing. “Valley Metro and the Arizona Super Bowl Host Committee desire a positive experience for new and existing riders. Purchasing the commemorative pass now will help riders avoid fare purchasing lines at rail stations or fare boxes.”

Valley Metro is offering the special pass package for only \$25, which includes a 7-Day commemorative transit pass, souvenir lanyard and a convenient transit pocket guide with maps and list of destinations. A reduced pass is available for \$15 for persons with disabilities, seniors 65 and older or youth age 6-18. To order, visit valleymetro.org/superbowl.

Enhanced rail and local, Express and RAPID bus service gives riders a variety of options to reach all the excitement. [Schedule and map](#) information will be available in January 2015. Event attendees can also park a vehicle at any of the designated light rail park-and-rides and jump on board for the trip to Downtown Phoenix. You can also find fellow fans to carpool with at sharetheride.com.

Follow [Valley Metro](#) on [Facebook](#) and [Twitter](#), #vmsservice, #SBCentral or #SB49 for the ongoing transit information and detours during Verizon Super Bowl Central.

The Arizona Super Bowl Host Committee also launched the ‘Know Before You Go’ campaign at www.azsuperbowl.com/knowbeforeyougo, to offer the best transportation, parking and safety tips for fans as they head to Downtown Phoenix for Verizon Super Bowl Central. For the latest social media updates follow @azsuperbowl and www.facebook.com/AZSuperBowl.

About Valley Metro: Valley Metro provides eco-friendly public transit options to residents of greater Phoenix and Maricopa County including the planning and operations of a regional bus system and the development and operations of light rail. In Fiscal Year 2014, total ridership for the system was 72 million passengers. The first 20 miles of light rail opened December 2008. Seven light rail extensions are planned or are under construction that will create a 60-mile system by 2034. Valley Metro also offers transit options including alternative transportation programs for seniors and people with disabilities, commuter vanpools, online carpool matching, bus trip mapping, bicycle safety and

telework assistance. Two Boards of Directors set the policy direction for the agency with the intent of advancing the regional public transit system. Get the latest news by following us on [Facebook](#) and [Twitter](#) or visiting valleymetro.org.

About Verizon Super Bowl Central: Verizon Super Bowl Central will be a free, family-friendly, football-themed fan campus open from Wednesday, January 28 through Sunday, February 1, 2015. The 12-block area in Downtown Phoenix will be the hub of fan activities like the NFL Experience Engineered by GMC and feature street-level merchants and restaurants, local food trucks, a beer garden, concert stage, network broadcast stages, the iconic giant Roman numerals and a nightly fireworks show.

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