

For Immediate Release
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Maddie & Tae Kick Off Verizon Super Bowl Central Performances on Pepsi Hyped for Halftime Stage

Golden Girls to Rock Downtown Phoenix in Opening Concert 1/28

Phoenix, AZ - Moving twice the speed of sound, Maddie & Tae will kick off the festivities on Verizon Super Bowl Central, the epicenter of action leading up to Super Bowl XLIX. The duo, who became only the third female duo in 70 years to top the Country Singles Chart with their plucky “Girl In A Country Song,” will headline opening night. A series of free concerts will start January 28th on Verizon Super Bowl Central and culminate with the Grammy Award winning band, The Roots, on Saturday, January 31st.

“When the Arizona Super Bowl Host Committee called, we thought they were kidding,” says Madison Marlow. “When you think of football, I think the last thing you’d think of are a couple girl songwriters.”

“But they said they liked our energy, and the idea we’d take on the boys with our song,” Taylor Dye continues. “That made us *their* kind of girls; the kind who’ll stand up and have fun doing it!”

It’s a big week for Maddie & Tae. In addition to debuting “Fly” – the follow up to their RIAA-certified gold debut single – on “The Tonight Show Starring Jimmy Fallon” tonight, the duo’s “Girl In A Country Song” topped the *Nashville Scene* Annual Critics’ Poll as Single of the Year.

“Every time we turn around, we’re getting these incredible opportunities,” Dye says. “Stuff we would never have dreamed, or dared to imagine! It’s a little bit to the point of ‘Fly,’ when you’re sure you can’t... keep going! What happens is often so much more than you would’ve thought.”

Having just announced a slot on Dierks Bentley’s upcoming tour, Maddie & Tae are coming into their own as performers. They opened CMT’s “Ultimate Kick-Off Party” for the NCAA Championship in Dallas, as well as performed on “Late Night with David Letterman” and “The Today Show.”

With a free spirit and a strong sense of musicianship, Maddie & Tae are focused on finishing their debut album – after placing their EP at #1 on *Billboard*’s New Artist Chart – and continuing to write songs that speak to the heart of coming into one’s own.

Marlow cautions, “All work and no play would make us pretty serious girls, so we’re lucky our label and (producer) Dan Huff give us time off for good behavior! We’re gonna do vocals next week, then take a break to go to Phoenix to kick off this year’s Verizon Super Bowl Central parties!”



Maddie & Tae have a way of going where most country acts don't seem to align. NPR, *The New Yorker*, *USA Today*, *The Atlantic Monthly*, *Entertainment Weekly*, *The Los Angeles Times*, *Washington Post* Style Section and *Rolling Stone* all responded to the girls' ability to tap into how young women really feel.

"Life is a great big adventure," Marlow says. "Every day something new happens, and every day, we say 'Yeah!' You never know what it's going to be, you just know it's worth meeting face first."



Joining Maddie & Tae for the very special kick-off concert is JT Hodges, a 2012 Academy of Country Music Best New Artist nominee, who recently topped the charts with "Good Byes Made You Mine."

Musical favorite Roger Clyne and the Peacemakers will also perform. The event is produced by Chris Olsen and Live Nation.

For more information about the performances, visit www.azsuperbowl.com.

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