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FOR MEDIA PLANNING

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Arizona Super Bowl Host Committee Attempts to Set Guinness World Record during 'World's Largest Recess' Presented by UnitedHealthcare

WHAT: With the help of 1,200 fourth and fifth graders from 17 schools in the region, the Arizona Super Bowl Host Committee and UnitedHealthcare plan to land Arizona in the record books by setting the Guinness World Record for the world's largest game of Red Light, Green Light.

The event will be led by Playworks, an organization that fosters physical fitness, healthy living and leadership building in grade schools. Playworks was also a grant recipient of the Arizona Super Bowl Host Committee and NFL Foundation Legacy Grant program. After students attempt to set the record, they will attend the 'World's Largest Recess' complete with games, live music and an appearance by SPIKE, the Arizona Super Bowl Host Committee mascot.

WHO: The following will be in attendance:
Jay Parry, President and CEO, Arizona Super Bowl Host Committee
Joe Gaudio, CEO, UnitedHealthcare Community & State, Arizona
Jill Vialet, Founder and CEO, Playworks of Arizona
Philip Robertson, Official Adjudicator, Guinness World Records

WHERE: ASU Preparatory Academy
Location: Super Bowl XLIX Legacy Football Field
735 E. Fillmore St.
Phoenix, AZ 85006

WHEN: Wednesday, January 14, 2015
12 to 1:30 p.m. (Red Light, Green Light record attempt)
1:30 to 4 p.m. (World's Largest Recess)

DETAILS: Media check-in will begin at 11:30 am
Live truck and limited media parking is located on Polk near 7th street at the school's southeast gate. Directional signage will be provided.



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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 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.

About UnitedHealthcare

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers and Medicare and Medicaid beneficiaries, and contracts directly with more than 800,000 physicians and care professionals, and 6,000 hospitals and other care facilities nationwide. Globally, UnitedHealthcare serves more than 45 million people in health benefits and is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.

About Playworks

Playworks is a national nonprofit organization that improves school climate, reduces bullying, promotes fitness and increases student engagement in school through play and physical activity. Through both our training programs and our on-site direct service, Playworks teaches children to resolve their own conflicts that arise at recess and carry over to the classroom, restoring valuable teaching and learning time. We help transform recess into a safe, fun and inclusive time that gets students active and engaged so they can return to the classroom focused and ready to learn.

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.

About Pro Bowl

The Pro Bowl is held every year to showcase the best players in the NFL, as voted by the players, coaches and fans. The 2015 Pro Bowl will be played at University of Phoenix Stadium on Sunday, January 25th, the week before Super Bowl XLIX. It will mark the third time in history that the Pro Bowl will be played in the same city as the Super Bowl. For more information, visit www.nfl.com/probowl.

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