January 16, 2015

Contact: Clare Graff, NFL, clare.graff@nfl.com, @ClareNFL
Dana Gordon, Brener Zwikel & Associates, 856-397-2917, danag@bzapr.com
Elizabeth McCollum, Brener Zwikel & Associates, 813-421-0550, elizabethm@bzapr.com

Follow the NFL’s official Super Bowl Twitter account, @SuperBowl

**NFL, NATIONAL AND LOCAL ORGANIZATIONS HOST MORE THAN 30 SUPER BOWL XLIX COMMUNITY OUTREACH EVENTS IN ARIZONA**

Pro Bowl Community Activities Also Planned for Phoenix Region This Year

NEW YORK – Super Bowl XLIX brings much more than football to Arizona. Throughout the weeks preceding the game, more than 30 charitable activities and community outreach events will enliven and enrich the community and provide lasting legacies. This year, Pro Bowl community activities will make a positive impact in the host region as well.

Super Bowl Week activities include the announcement of the annual Walter Payton NFL Man of the Year Award presented by Nationwide, NFL PLAY 60 activities, and a series of community projects made possible by more than $2 million in Super Bowl Legacy Grants from the NFL Foundation and the Arizona Super Bowl Host Committee.

The following are just some of the ways the NFL and Super Bowl XLIX will benefit the community. Player names will be added in the coming weeks in media advisories.
PRO BOWL PLAY 60 COMMUNITY BLITZ
The 2015 Pro Bowl presented by McDonald’s NFL PLAY 60 Community Blitz will take place on Wednesday, Jan. 21 from 2-3 p.m. Working with the United Way and USAA, the league’s official military appreciation sponsor, five projects will take place throughout the Phoenix area at the same time, all focused on the NFL’s commitment to youth health and fitness and support of local military service men and women.

All Pro Bowl PLAY 60 Community Blitz projects will be led by members of the 2015 Pro Bowl teams.

• **NFL PLAY 60 Youth Fitness Challenge and Cheerleader Clinic**  
  Luke Elementary School (7300 N. Dysart Rd., Glendale)  
  225 4th-6th grade students

• **Airman For A Day**  
  Luke Air Force Base (14185 Falcon St., Glendale)  
  50-100 Luke Air Force Base airmen, USAA volunteers  
  In addition to working with airmen on several base jobs, Pro Bowl players will video chat with deployed airmen along with their families living at Luke Air Force Base

• **NFL PLAY 60 Punt, Pass & Kick Competition - Unified Special Olympics Edition**  
  Trevor Browne High School (7402 W. Catalina Dr.)  
  50-60 Special Olympians and student partners

• **Fitness Trail Legacy Community Build**  
  National Guard Armory (5636 E. McDowell Rd.)  
  35-50 guardsmen volunteers, United Way and USAA volunteers

• **NFL PLAY 60 Youth Fitness Challenge Clinic**  
  National Guard Armory (5636 E. McDowell Rd.)  
  200 select 4th-6th grade students  
  Participants will include children of National Guard members and students from a local elementary school

For more information, contact BJ Waymer, NFL, at bj.waymer@NFL.com or 704-614-6352 or Melissa Schiller, NFL, at Melissa.Schiller@nfl.com or 917-349-5488.

SUPER BOWL XLIX ENVIRONMENTAL PROGRAM
The NFL Environmental Program develops a series of initiatives each year to minimize the impact of Super Bowl activities on the local and global environment and provide a ‘green’ legacy to the host community. Environmental projects have been developed in partnership with the Arizona Super Bowl Host Committee and local, state and national organizations. These initiatives include:

**Solid Waste Management/Recycling** - This project diverts waste from local landfills by recycling and reusing potential waste materials. Sites include University of Phoenix Stadium, the Phoenix Convention Center, Verizon Super Bowl Central, the Super Bowl XLIX Media Center Presented By Microsoft and the hotels serving as team and league headquarters. In addition to solid waste recycling, a public E-Waste recycling event has been organized in partnership with Verizon on **Tuesday, Jan. 20** from **7:30 a.m. - 2 p.m.** at Desert Ridge Marketplace (21001 N. Tatum Blvd., behind the movie theater). Used electronic equipment is being collected for safe recycling. In an annual tradition, used cell phones will be reconditioned for donation to domestic violence shelters nationwide as part of Verizon’s Hopeline® program.

**Prepared Food Recovery** - Extra prepared food from Super Bowl XLIX events will be collected for donation in partnership with Waste Not, a local food recovery organization. Food recovered through this effort will go to soup kitchens, shelters and other local organizations that provide meals to those in need.

**Materials Donation** - Decorative materials, building materials, office supplies and other reusable items will be recovered in partnership with local community organizations. Some materials are appropriate for reuse, while others will be used as fund raising auction items or remanufactured into new products.

**Sports Equipment and Book Donation Project** - The Super Kids-Super Sharing sports equipment and book donation project is developed in partnership with the Arizona Cardinals, the Arizona Super Bowl Host Committee, Verizon, the Salvation Army South Mountain Kroc Community Center and schools in the Phoenix area. Students bring gently used or new books, sports equipment and school supplies to their schools. These items are then
collected and donated to local schools and organizations serving children in need. This year’s *Super Kids-Super Sharing* event will take place on **Thursday, Jan. 22** from **9 a.m. - 12 p.m.** at the Salvation Army South Mountain Kroc Community Center (1375 E. Broadway Rd.).

**Climate Change Initiative** – Steps being taken to reduce the overall greenhouse gas impact of Super Bowl activities and events include:

- **Use of renewable energy offsets to “green” the power usage at major Super Bowl XLIX event venues including University of Phoenix Stadium, the *Super Bowl XLIX Media Center Presented By Microsoft*, the *NFL Experience Engineered by GMC, Verizon Super Bowl Central* and the league and team headquarters hotels. Stadium energy offsets are provided by host committee sponsor SRP. Downtown Phoenix event offsets are supplied by APS.

- **More than a half dozen tree-planting projects have received matching funds from the Super Bowl XLIX Urban Forestry Program.** Funded by the NFL, Verizon and the Arizona Super Bowl Host Committee, this program provided grants to four local host communities to help them purchase trees for parks, schools and other public areas. More than 200 trees will be planted by the time this program wraps up in Spring 2015. The final tree planting before Super Bowl will take place at Sahuarro Ranch Historic Area (9802 N. 59th Ave., Glendale) on **Saturday, Jan. 24 at 9 a.m.**

For more information, contact Jack Groh, NFL Environmental Program Director, at 401-952-0886 or NFLenvironment@aol.com.

---

**THE NFL EXPERIENCE ENGINEERED BY GMC**

The *NFL Experience Engineered by GMC*, pro football’s interactive theme park, will return to Arizona from **Saturday, Jan. 24 – Sunday, Feb. 1**. Located at the Phoenix Convention Center (100 North 3rd St.), the *NFL Experience Engineered by GMC* celebrates the sport’s history and electrifying atmosphere of Super Bowl XLIX.

Covering more than 850,000 square feet, NFL Experience gives fans a chance to pass like a pro or take a shot at kicking a game winning field goal. It has the NFL PLAY 60 Zone for the youngest of NFL Fans. The NFL will host daily youth football clinics for kids to get out and get active, and where they will learn about flag football and Heads Up tackling.

NFL Experience provides an opportunity for fans to meet some of their favorite NFL players of the past and present and learn about the history of the game including the opportunity to get an up close look at all past Super Bowl championship rings and a photo opportunity with the one and only Vince Lombardi Trophy.

The *NFL Experience Engineered by GMC* will house the NFL PLAY 60 Zone, which will host a wide range of digital interactive experiences, such as the NFL PLAY 60 and NFL RUSH App stations, as well as the Quarterback Toss. Fans can take a photo with their team’s NFL Rusher, hop on the NFL PLAY 60 Bus with their favorite NFL players and run through the PLAY 60 Obstacle Course.

The 30,000 square-foot NFL SHOP at Super Bowl presented by Visa offers fans a unique shopping experience complete with the largest offering of official NFL limited edition Super Bowl XLIX merchandise and the latest in authentic NFL products. The NFL SHOP will open with the launch of NFL Experience Saturday, Jan. 24 - Sunday, Feb. 1.

Also, being held at the NFL Experience is NFL Auction. NFL Auction and Hunt Auctions is partnering for the seventh consecutive year to bring NFL fans memorabilia from around the country. This year the Randall Cunningham Collection will be auctioned. In addition used jerseys from the likes of JJ Watt, Aaron Rodgers, Drew Brees and Jim Brown will be auctioned off. The live auction will take place Saturday, Jan. 31 in the Hunt Auctions Booth at the NFL Experience.

Tickets to the NFL Experience are $35 for adults and $20 for children 12 and under. Tickets can be purchased online at SUPERBOWL.com. Beginning Jan. 24, opening day of The *NFL Experience Engineered by GMC*, fans can purchase tickets at NFL Experience Box Office located in the 120 Ballroom of the Phoenix Convention Center. Tickets sold at NFL Experience box office will go on sale two hours before opening daily. For more information and to find out about special family packages available online only, visit SUPERBOWL.com. Tickets purchased online are subject to a Ticketmaster service charge.
2015 NFL Experience Schedule of Events (subject to change):

Saturday, January 24: General Public 10 a.m.-10 p.m.
Sunday, January 25: General Public 10 a.m. - 8 p.m.
Monday, January 26: General Public 3 p.m. - 10 p.m.
Tuesday, January 27: General Public 3 p.m. - 10 p.m.
Wednesday, January 28: General Public 3 p.m. - 10 p.m.
Thursday, January 29: General Public 3 p.m. - 10 p.m.
Friday, January 30: General Public 3 p.m. - 10 p.m.
Saturday, January 31: General Public 10 a.m.-10 p.m.
Sunday, February 1: General Public 10 a.m. - 2 p.m.

To find NFL Experience’s schedule of events, attractions, player appearances and more visit SUPERBOWL.com. Fans are encouraged to follow the NFL’s official Super Bowl Twitter account and NFL Experience hashtag, @SuperBowl / #SB49 and to download NFL Mobile from Verizon now to get the official Super Bowl XLIX mobile experience when it becomes available in January. To download, visit NFL.com/Mobile or your app store today.

For more information, contact Crystal Fukumoto at 818-921-8091 or CrystalF@bzapr.com.

SUPER BOWL XLIX ONE WORLD SUPER HUDDLE

Arizona fifth graders will learn about the differences that make them unique and the similarities that bring them together as part of the NFL’s diversity program One World: Connecting Communities, Cultures, and Classrooms. On Monday, Jan. 26 from 9 – 12:00 p.m., 10 classes from varying ethnic and racial backgrounds who have been communicating with each other through pen-pal letters will meet for the first time at the Halle Heart Children’s Museum (2929 South 48th St., Tempe).

Together, they will participate in a series of workshops that incorporate cultural themes including cooking demonstrations, musical performances, NFL PLAY 60 clinics and more. Students also will have the opportunity to learn more about their pen pals and interact with NFL players.

Local schools participating in the One World event are as follows: Balsz Elementary School (Phoenix); Barcelona Middle School (Glendale), Bernard Black Elementary School (Phoenix), Brinton Elementary School (Mesa), C.J. Jorgenson Elementary (Phoenix), Maricopa Elementary School (Maricopa) and Pima Elementary School (Scottsdale).

For more information, contact Clare Graff, NFL, at clare.graff@nfl.com.

NFL PLAYER ENGAGEMENT HIGH SCHOOL AND COLLEGIATE COACHES FORUM

The High School and Collegiate Coaches Forum is designed to foster open communication and relationship building focused on the opportunities and challenges facing student-athletes today. The forum will take place on Monday, Jan. 26 from 12 - 4 p.m. at the Arizona State University Athletics Memorial Union Conference Center—Ventana Room (310 E. Orange St., Tempe). By bringing together high school and collegiate football coaches and athletics administrators, former NFL players, and Player Engagement professionals, NFLPE will guide a discussion about pertinent issues for student-athletes, relevant resources, and best practices for working with today’s athletes.

Former player JOE EHRMANN of Coach for America will also address the coaches during a special session on character development during the event.

For more information, contact Austin Moss at 646-265-1362 or Austin.Moss@NFL.com.

NFL FLAG CHAMPIONSHIPS AT SUPER BOWL POWERED BY USA FOOTBALL

NFL FLAG Championships at Super Bowl powered by USA Football will be held Monday, Jan. 26 from 9 a.m. – 4 p.m. and Tuesday, Jan. 27 from 3-7 p.m. Thirty-two teams from across the country -- eight regional champions in four divisions -- will compete. Divisions include 9-10 coed, 11-12 coed, 13-14 boys and 13-14 girls.

The Jan. 26 games will be played at Reach 11 Sports Complex (2425 East Deer Valley Rd.). Each division’s National Championship game will be played on Jan. 27 at NFL Experience Engineered by GMC at the Phoenix Convention Center (100 North 3rd St.).
Competing NFL FLAG athletes will attend the Pro Bowl on Jan. 25 and Super Bowl Media Day on Jan. 27.

NFL FLAG powered by USA Football promotes physical fitness and teaches the sport’s values and life skills on and off the field to nearly 250,000 young people. A non-contact version of traditional football offered for boys and girls ages 5-17 in cities across the country, NFL FLAG emphasizes fun, safety, teamwork, self-esteem, discipline and goal-setting. USA Football is the sport’s national governing body in the United States.

For more information, contact Steve Alic at salic@usafootball.com or 317-489-4417.

NFL PLAY 60 CHALLENGE SCHOOL VISIT
An NFL player will visit Shaw Butte Elementary School to reward them for successfully completing the Super Bowl XLIX edition of the NFL PLAY 60 Challenge. The visit will take place on Tuesday, Jan. 27 from 9-11:30 a.m. at Shaw Butte Elementary (12202 North 21st Ave.). The NFL PLAY 60 Challenge, developed in conjunction with the American Heart Association, is the primary in-school curriculum for NFL PLAY 60. Fourth-grade students at Shaw Butte successfully completed the NFL PLAY 60 Challenge, a Super Bowl program that taught students the importance of getting 60 minutes of daily physical activity.

In total, more than 7,000 fourth and fifth graders from Chandler, Glendale, Maricopa, Mesa, Paradise Valley, Phoenix, Scottsdale and Tempe participated in the Challenge in the months leading up to Super Bowl week. The schools that successfully completed the Challenge are invited to NFL PLAY 60 Kids Day at NFL Experience Engineered by GMC, on Wednesday, Jan. 28.

In addition to their school visit on Jan. 27, Shaw Butte will also receive a $2,500 NFL PLAY 60 grant from the NFL and American Heart Association to be used to support the school’s health and fitness education efforts.

For more information, contact Clare Graff, NFL, at clare.graff@nfl.com.

NFL PLAY 60-SCHOLASTIC READ & RISE EVENT
The NFL and Scholastic will host a special Super Bowl XLIX literacy event at Griffith Elementary School (4505 East Palm Ln.) on Tuesday, Jan. 27 at 1 p.m. as part of a week-long Scholastic Book Fair and student assembly featuring NFL players.

The players will speak to the students about the importance of a healthy and active lifestyle. As part of the event, NFL PLAY 60 will donate a reading certificate to every student to purchase a new book at the Scholastic Book Fair. The NFL will also install a Family Reading Oasis in the Griffith Elementary School for students and families to enjoy long after the Read and Rise event concludes.

The NFL and Scholastic have worked together for the last four years to hold week-long Scholastic Read & Rise™ Book Fairs at schools across the country to help put books into the hands of children who need them most, predominantly in highly Hispanic-populated communities.

In addition, the NFL PLAY 60 Scholastic Read & Rise Family Night, which will take place on Thursday, Jan 29 from 4-6:30 p.m., will educate parents and students about the importance of bringing a healthy lifestyle into their homes, as well as ways to raise a reader at home. While parents attend the literacy workshop, students will experience a 30-minute NFL PLAY 60 clinic. Afterward, parents and students will reunite for a Build-a-Book activity, where they will create their own book together.

For more information, contact Darlene Capiro, NFL, at darlene.capiro@nfl.com or Debby Kirkpatrick, Scholastic, at D.Kirkpatrick@scholastic.com.

SUPER BOWL XLIX BUSINESS LEADERSHIP FORUM
The NFL and the Arizona Super Bowl Host Committee will host the Super Bowl XLIX Business Leadership Forum on Tuesday, Jan. 27, from 5–8 p.m. This event serves as the culmination of 14 months of NFL-led business outreach initiatives and is designed to encourage and empower the entrepreneurial spirit that characterizes the business community in each Super Bowl host community.

The theme for this event will focus on future trends for the small business community and will include speakers who will contribute their perspectives on topics including branding, technology and environmental consciousness.
In addition, the Business Leadership Forum will celebrate the importance of the small business and their impact on the local community of Arizona.

The business leadership forum will be held at Live Wire (7320 E. Indian Ave., Scottsdale). Networking receptions will precede and follow the forum.

For more information, contact Clare Graff, NFL, at clare.graff@nfl.com.

NFL PLAY 60 KIDS’ DAY AT NFL EXPERIENCE ENGINEERED BY GMC
NFL PLAY 60 Kids’ Day gives more than 2,000 local children the opportunity to spend time with NFL players at the NFL Experience Engineered by GMC at the Phoenix Convention Center (100 North 3rd St.), on Wednesday, Jan. 28, from 10 a.m. – 1 p.m. Area children will take part in the excitement of Super Bowl Week alongside NFL players.

Kids will learn more about the importance of healthy living during Kids’ Day as part of NFL PLAY 60, aimed at helping youngsters get 60 minutes of exercise each day. Classrooms earned their invite to Kids’ Day by completing the NFL PLAY 60 Challenge, in partnership with the American Heart Association, in the months leading up to Super Bowl. Additional Kids’ Day invites include Make-a-Wish recipients and their families, as well as Special Olympians, who will host unified flag football games for all Kids’ Day participants to join.

As part of their Kids’ Day experience, local children will participate in interactive PLAY 60 fitness activities and take part in games including Punt, Pass & Kick, speed and mobility drills, quarterback challenge games, and extra point kicking stations. Students will also learn about fire safety from the Red Cross as part of FedEx’s involvement in Kids’ Day.

At 12:00 p.m., Insanity fitness instructor SHAUN T and NFL players will lead a youth workout class for all 2,000 kids.

This year’s ‘NFL PLAY 60 Super Kid,’ BOBBY SENA, will be a special guest at Kids’ Day. Sena’s entry video on how he ‘plays 60,’ keeps fit and eats right was selected from thousands of entries into this year’s NFL PLAY 60 Super Bowl Contest. His submission video and interview are posted at NFLRUSH.com/superkid.

Sena will take the field on Super Bowl Sunday and will hand the game ball to a game official moments before kick-off of Super Bowl XLIX in front of a worldwide television audience.

For more information, contact Clare Graff, NFL, at clare.graff@nfl.com.

VERIZON SUPER BOWL CENTRAL
Verizon Super Bowl Central, open Wednesday, Jan. 28 through Sunday, Feb. 1, is a free, family-friendly, football-themed fan campus that features street-level merchants and restaurants, local food trucks, concert stage, network broadcast stages and a nightly fireworks show. The 12-block area in downtown Phoenix will be the hub of fan activities for Super Bowl XLIX. Together with the NFL Experience Engineered by GMC, and iconic Super Bowl XLIX Roman numerals.

For more information, contact Ashley Mannion at AMannion@azsuperbowl.com or 480-481-8623.

NFL HEALTH & SAFETY PRESS CONFERENCE
Members of the NFL medical community will be made available to media at a press conference on Thursday, Jan. 29 at 12:15 p.m. at the Super Bowl XLIX Media Center Presented By Microsoft (Press Conference Room B, 100 N. 3rd St.). They will discuss injury data, research advances and the ways that technology augments safety measures on game day. The press conference will also include an announcement from the NFL, GE, Under Armour and the National Institute of Standards and Technology (NIST).

Participants in the press conference are:
- San Francisco 49ers CEO DR. JOHN YORK, chairman of the NFL owner’s health and safety committee
- Representatives from GE, Under Armour and NIST
- DR. MATTHEW MATAVA, Rams team physician; President, NFL Physicians Society
- NFL Senior Vice President of Health & Safety Policy JEFF MILLER
SUPER BOWL LEGACY GRANT EVENTS

As it does every year, the NFL seeks to improve the surrounding communities of the Super Bowl host city with a financial donation. This year, the NFL Foundation provided a $1 million grant to the Arizona Super Bowl Host Committee via the Arizona Community Foundation to fund charitable projects throughout Arizona to provide children with places to be active and healthy. This grant was matched by the Arizona Super Bowl Host Committee for a total of more than $2 million.

On Thursday, Jan. 29 at 3:30 p.m., NFL Commissioner ROGER GOODELL, Arizona Super Bowl Host Committee Chairman DAVID ROUSSEAU, Arizona Super Bowl Host Committee President & CEO JAY PARRY, and Arizona Cardinals owner MICHAEL BIDWILL will take part in a press conference at ASU Preparatory Academy School (735 E. Fillmore St.). The Super Bowl Legacy Grant provided funding for resurfacing of the school’s field and the purchase of a new scoreboard. Before its Super Bowl makeover, the field was in subpar condition for the thousands of youth who utilized it for organized sports and intramurals.

The event will also recognize the Arizona Interscholastic Association’s (AIA) support of USA Football’s Heads Up Football program. The AIA’s support of Heads Up Football is part of Arizona’s comprehensive approach to student-athlete health. Following the press conference, high school athletic directors and football coaches from around the state will attend an education session on the Heads Up Football program. Heads Up Football was launched in 2012 by USA Football with the NFL’s support. More than 5,500 youth leagues and nearly 1,000 high schools across the country have registered for the program. Heads Up Football includes a focus on education and certification, equipment fitting, concussion recognition and awareness, heat and hydration, and Heads Up Tackling.

The Arizona Community Foundation (www.azfoundation.org) is an Arizona-based 501(c)(3) that facilitates the charitable legacy work done by the NFL Foundation and the Arizona Super Bowl Host Committee.

A list of Super Bowl Legacy Grant recipients being funded by the NFL Foundation’s $1 million grant and the Arizona Super Bowl Host Committee foundation’s $1 million contribution is below.

- Arizona Foundation for Women
- Arizona Science Center
- Assistance League of Phoenix
- ASU Foundation for a New American University
- ASU Preparatory Academy
- Balsz Elementary School District
- Barrow Neurological Foundation
- Boys and Girls Clubs of Greater Scottsdale
- Challenger Learning Center of Arizona
- City of Phoenix FitPHX
- City of Tempe
- Crisis Nursery
- The Ecological Restoration Institute - Northern Arizona University
- Elevate Phoenix
- Esperanca, Inc.
- First Things First Foundation
- Florence Crittenton of Arizona
- The Larry Fitzgerald First Down Fund
- Phoenix Indian Center
- Phoenix Public Library
- Playworks Arizona
- Positive Coaching Alliance
- Read On Arizona
- Rodel Foundation of Arizona
- Special Olympics Arizona
- St. Mary’s Food Bank Alliance
NFL PLAYER CARE FOUNDATION SCREENINGS

On Thursday, Jan. 29 and Friday, Jan. 30, the NFL Player Care Foundation (PCF), along with Cleveland Clinic, will conduct its annual Super Bowl Healthy Body and Mind Screening program. This complimentary national screening program is open to all former NFL players and includes a series of private and confidential cardiovascular and prostate screenings and provides mental health resources and education.

NFL Player Care Foundation screenings are offered as part of PCF’s research programs, which help to advance public awareness and scientific understanding of health issues that affect former NFL players. The screening will take place at the Phoenix Convention Center (33 South 3rd St., South Building) from 8 a.m. – 4 p.m. The screenings are closed to the public, but interested media may contact Tora Vinci at vinciv@ccf.org or Dana.Lihan@nfl.com.

The PCF is an independent foundation created in 2007 by a partnership between NFL owners, the NFL Players Association, Pro Football Hall of Fame, and the NFL Alumni Association. Since its inception, the organization has screened more than 3,000 retired NFL players and provided over $7 million in emergency financial assistance. For more information, visit www.nflplayercare.com.

MAKE-A-WISH®

Through the assistance of the NFL, Make-A-Wish will grant the wishes of 12 children to attend Super Bowl XLIX. Attending the Super Bowl continues to be a wish that transcends generations: every year since 1982, one or more wish kids has wished to attend the big game.

This year, the children and their families will arrive in Arizona on Thursday, Jan. 29 for a welcome reception. Wish children and their families will participate in several other activities related to the Super Bowl and will attend the game at University of Phoenix Stadium through the support of the NFL and other organizations.

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can have positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Based in Phoenix, Make-A-Wish is one of the world’s leading children’s charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 27,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 37 minutes. It has granted more than 254,000 wishes since its inception in 1980; more than 14,200 in 2014 alone. Visit Make-A-Wish at wish.org to learn more.

For more information on wish kid activities and media opportunities during Super Bowl week, contact Josh deBerge at 602-792-3185 or jdeberge@wish.org.

DON SHULA NFL HIGH SCHOOL COACH OF THE YEAR PRESS CONFERENCE

The winner of the Don Shula NFL High School Coach of the Year Award will be made available to media at a press conference Friday, Jan. 30 at 9:00 a.m. at the Super Bowl XLIX Media Center Presented by Microsoft (100 N. 3rd St., Press Conference Room C). DON SHULA, the winningest coach in NFL history, and former NFL player turned NFL Director of Football Development MATT BIRK will present the award at the press conference.

This award was created in 2010 to honor exemplary football coaches at the high school level that display the integrity, achievement, and leadership demonstrated Shula. The national Shula Award winner will receive $25,000 from the NFL Foundation and attend the Super Bowl. Members of the Shula Award selection panel include NFL Commissioner Roger Goodell; NFL greats Don Shula, John Madden, and Art Shell; Gen. Raymond Odierno, Army Chief of Staff; Sam Palmisano, Former Chairman of the Board, IBM; Former Secretary of State Condoleezza Rice; Aaron Thomas, Athletic Director at Aplington-Parkersburg High School and son of the school’s late football coach Ed Thomas; former Dallas Cowboys personnel director and NFL.com contributor Gil Brandt; veteran sportswriter Jack Fleischner; Scott Hallenbeck, executive director, USA Football; and Grant Teaff, executive director of the American Football Coaches Association.

For more information, contact Clare Graff, NFL, at clare.graff@nfl.com or Kathleen Mascarenas, Arizona Super Bowl Host Committee, at 480-415-0361 or kmascarenas@azsuperbowl.com.
WALTER PAYTON NFL MAN OF THE YEAR PRESS CONFERENCE

The three finalists for the 2014 Walter Payton NFL Man of the Year Award Presented by Nationwide will be made available to media at a press conference Friday, Jan. 30 at 9:15 a.m. at the Super Bowl XLIX Media Center Presented by Microsoft (100 N. 3rd St., Press Conference Room C). Finalists will be announced later this month. The award is named for the legendary Bears running back who died in 1999.

MATT BIRK, a former player and previous winner of the Payton Award will introduce the finalists, who will be joined by members of the Payton family.

The winner of the Walter Payton NFL Man of the Year Award Presented by Nationwide will be announced at the NFL Honors Award Show on Saturday, Jan. 30. Nationwide is the presenting sponsor of the award for the first time this year. The Walter Payton NFL Man of the Year Award is the only league award that recognizes a player’s off-the-field community service as well as his playing excellence.

The winner will receive a $50,000 donation in his name to a charity of his choice from the NFL Foundation and Nationwide.

Finalists were chosen from the 32 team nominees for the award, all of whom receive a $5,000 donation to the charity of their choice. The three finalists will receive an additional $10,000 donation in their name from the NFL Foundation and Nationwide. The selection panel is comprised of NFL Commissioner Roger Goodell, former NFL Commissioner Paul Tagliabue, Pro Football Hall of Famer Anthony Muñoz, Sports Illustrated football writer Peter King, football great Frank Gifford, members of the Payton Family and 2013 winner Charles Tillman.

For more information, contact Clare Graff at 212-450-2435 or clare.graff@nfl.com.

SUPER BOWL BREAKFAST

The 2015 Super Bowl Breakfast will take place Friday, Jan. 30 at 8 a.m. at the JW Desert Ridge Resort & Spa (5350 Marriott Dr.). The breakfast will feature the presentation of the Bart Starr Award to an NFL player, voted on by his peers, that exemplifies character and leadership in the home, on the field and in the community. Previous winners include Jason Witten, London Fletcher, Drew Brees, Kurt Warner, LaDainian Tomlinson, Aeneas Williams, Reggie White and Mike Singletary.

Attendees will also hear personal narratives of faith and football from NFL players past and present. This is a ticketed event. For more information, visit www.superbowlbreakfast.com

Please direct media inquiries to Roxanne Robbins at (937) 352-1068 or sbbmedia@athletesinaction.org.

NFL PREP/WHY NOT SPORTS CAREER EXPO

NFL Player Engagement, in collaboration with Why Not Sports Inc., will host approximately 400 local high school students for a day-long event to educate them about careers in sports outside of the field of play. Students will hear from sports professionals in a wide variety of positions, as well as from former professional athletes who have transitioned to other careers in the sports industry. The expo will take place at the Arizona State University Athletics Memorial Union Conference Center Auditorium (310 E. Orange St., Tempe) on Friday, Jan. 30 from 9 a.m. – 2 p.m.

For more information, contact Austin Moss at 646-265-1362 or Austin.Moss@NFL.com.

NFL PLAY 60 CHARACTER CAMP

On Friday, Jan. 30, the NFL will host a free Character Camp on the field at NFL Experience Engineered by GMC, from 10 a.m. – 1 p.m. before NFLX is open to the public for the day. The event will include 200 predominantly-Hispanic youth from the greater Phoenix area.

The camp will be led by Pro Football Hall of Fame offensive tackle ANTHONY MUÑOZ.

The NFL PLAY 60 Character Camps program is a partnership between the NFL and the Muñoz Agency that teaches predominantly-Hispanic youth non-contact football skills, the importance of exercise, and elements of
character that are applicable in both athletics and life. The event at NFLX, which includes a combined focus on football, exercise and nutrition, will be the 20th in the 2014/2015 season, which has connected the league with Latino youth in major markets across the country including Oakland, Dallas, Chicago, and New York.

For more information, contact Darlene Capiro, NFL, at Darlene.Capiro@nfl.com.

20th ANNUAL REBUILDING TOGETHER "KICKOFF TO REBUILD"

Rebuilding Together will join its local Phoenix affiliate for the 20th Annual Kickoff to Rebuild project in the Fillmore neighborhood of Phoenix.

Rebuilding Together, a nonprofit organization that mobilizes volunteers and communities to improve the homes and lives of low-income homeowners across the United States, has worked to revitalize low income communities in Super Bowl cities across the country.

In celebration of the 20th Kickoff to Rebuild project, hundreds of volunteers worked during the fall of 2014 to provide critical home repairs in three neighborhoods throughout Phoenix. The project series will culminate with nearly 100 volunteers, including HGTV star CARTER OOSTERHOUSE, continuing their efforts in the Fillmore neighborhood by providing free critical repairs to several homes and installing a new Carter’s Kids playground for the Crisis Nursery.

The residents served include seniors and families who have lived in the neighborhood for more than 50 years. Profiles of the homeowner stories are available upon request. The rebuild event is being held in collaboration with Rebuilding Together Valley of the Sun, Carter’s Kids Foundation, and Rebuilding Together’s corporate partners, including Lowe’s.

A ribbon cutting for the homes and new playground will be held on Friday, Jan. 30 at 12:45 p.m. at the Crisis Nursery (2711 E. Roosevelt St.). Media can check in during the project (8:30 a.m. – 12:40 p.m.) at the same location.

Additionally, in partnership with NextGen Home, Rebuilding Together is pleased to be part of the “Welcome Home” showcase, in which a new modular home will be donated to a Phoenix area veteran. Tours of the modular home’s safety features will be available on Saturday, Jan. 31 from 9 a.m. – 3 p.m. on East Roosevelt Row between North 3rd and North 5th streets. Media are invited to tour the home’s health and safety features.

To learn more about Rebuilding Together’s Kickoff to Rebuild project, visit rebuildingtogether.org/ktr/. For more information, contact Victoria O’Banion at vobanion@rebuildingtogether.org or 202.603.2160.

MILITARY OUTREACH

In addition to military outreach in partnership with USAA as part of the lead-up to Pro Bowl, the following events are planned for service members and their families in Arizona during Super Bowl Week:

- Veterans invited by the NFL, the Pat Tillman Foundation and the Wounded Warrior Project will attend the Salute to Service: Officiating 101 Clinic at NFL Experience Engineered by GMC’s NFL Game Day Central (100 North 3rd St.), exhibit in Phoenix on Friday, Jan. 30 from 4:00 – 6:30 p.m. Former player MATT BIRK and former player turned college official LANDON TRUSTY will join NFL officials and representatives from the local officiating community will educate military veterans on basic football rules and officiating philosophies. The session will also feature an instant replay video presentation, on-field instruction and mechanics shadowing drills.

- The NFL and USAA will recognize the 2014 Salute to Service Award winner at the 4th Annual NFL Honors awards show at Phoenix Symphony Hall on Saturday, Jan. 31, the night before Super Bowl XLIX. Created in 2011, the Salute to Service Award acknowledges the members of the NFL community for their exemplary commitment to honoring and supporting the military community and their families.

For more information, contact Clare Graff at 212-450-2435 or clare.graff@nfl.com.

SUPER BOWL GOSPEL CELEBRATION

The 16th annual Super Bowl Gospel Celebration will take place on Friday, Jan. 30 at 7:30 p.m. at the Gammage Theatre (1200 S. Forest Ave., Tempe). The Super Bowl Gospel brings together Super Bowl champions and Pro Bowl players with Grammy Award-winning contemporary Christian, gospel and mainstream artists all on one stage.
The Super Bowl Gospel Celebration also gives back to the community. Each year, the event identifies a charity to donate a portion of its proceeds.

For more information, contact Ceeon Green at ceeonsmith94@gmail.com or visit www.superbowlgospel.com

**NFL FOUNDATION SUPER BOWL CELEBRITY GOLF CLASSIC**

The 29th annual NFL Foundation Super Bowl Celebrity Golf Classic will be held on **Saturday, Jan. 31** at **9 a.m.** at Wildfire Golf Club at the JW Marriott Resort (5350 E Marriott Dr.). Proceeds from the event will benefit the NFL Foundation.

Teams of amateur golfers will be captained by Hall of Fame members as well as former NFL players in 18-hole team scramble events, which will be played on both the Arnold Palmer and Nick Faldo designed courses at the Wildfire club. Players will include OTTIS “OJ” ANDERSON, LEM BARNEY, ELVIN BETHEA, DICK BUTKUS, MARK CLAYTON, CURLY CULP, DERMONTTI DAWSON, RICHARD DENT, CARL ELLER, CHUCK FOREMAN, THOMAS “HOLLYWOOD” HENDERSON, TED HENDRICKS, KENNY HOUSTON, RICKY HUNLEY, RICKEY JACKSON, ED “TOO TALL” JONES, LEROY KELLY, PAUL KRAUSE, JERRY KRAMER, WILLIE LANIER, JAMES LOFTON, TOM MACK, RANDALL MCDANIEL, BART OATES, JOHN RANDLE, MEL RENFRO, DAVE ROBINSON, JAN STENERUD, JIMMY TAYLOR, LAWRENCE TAYLOR, PAUL WARFIELD, DAVE WILCOX, FRED “THE HAMMER” WILLIAMSON and GARO YEPREMIAN. Australian-born professional golfer and former Ladies Professional Golf Association (LPGA) golfer JAN STEPHENSON will be a special guest.

Each participant will receive NFL Super Bowl apparel, as well as a commemorative photo with his or her with their celebrity captain taken on the course and presented at the tournament conclusion.

Breakfast will precede a 9 a.m. shotgun tee off. Food and beverages will be served on the courses and an awards party will immediately follow golf. Prizes will be awarded to members of the top three finishing teams and the winners of special contests on the courses. A silent auction hosted by NFL Auction will offer NFL memorabilia and autographed keepsakes.

For more information, contact Nick Nicolosi at 201-489-0049 or n.nicolosi@verizon.net.

**NFLPA SMOCKS & JOCKS**

On **Saturday, Jan. 31** from **10:30 a.m. – 1:30 p.m.**, at the Olive & Ivy Restaurant (7135 East Camelback Rd., Scottsdale) the NFL Players Association will hold its annual art auction and jazz brunch, supporting the Gene Upshaw Player Assistance Trust and a local arts charity. Artwork from active and former players and others connected to professional football will be auctioned as part of the charity event.

For ticket inquiries, contact alanna.elie@nflpa.com. Media should contact Jilane Rodgers at Jilane.Rodgers@nflpa.com for more information.

**TROUPE21’S 15TH ANNUAL PLAYER NETWORKING EVENT™**

The 15th Annual Player Networking Event™ (PNE) will place on **Saturday, Jan. 31** from **1 - 6 p.m.** at Arizona State University's Memorial Union (301 E. Orange St., Tempe). Active and former NFL players attend to network with the corporate community and connect to career transition resources. PNE is a collaboration of more than 50 organizations committed to helping players prepare for life after football through various post-event opportunities, including group counseling, career coaching, mentoring, job shadowing, internships, entrepreneurial training and franchising.

Highlights of PNE 2015 include:

- The PNE Roundtable,™ where experts introduce topics relevant to player transition and engage in small group discussions
- **Gridiron Game Plans**, where former NFL players pitch funding proposals to a panel of potential investors
- The PNE Crystal Awards, honoring the post-football accomplishments of former NFL players and practitioners that have made significant contributions to NFL player transition

For more information, contact Guy Troupe at (214) 749-7833 or pne@troupe21.com; or visit www.pneinfo.com; Twitter handle: @NFLPNE.
TASTE OF THE NFL
Since 1992, Taste of the NFL has rallied the country’s top chefs and the NFL’s greatest players to raise money in support of food banks throughout the United States. These programs and events have distributed more than $22 million to help feed the 37 million Americans who have turned to their local food banks for assistance. Through its national Kick Hunger Challenge®, an annual fundraising campaign that pits fans from all 32 NFL markets against each other for a friendly competition to raise money for food banks nationwide, everyone is invited to be on the team.

This season’s efforts culminate at the Party with a Purpose® on Saturday, Jan. 31 from 7-11 p.m. at WestWorld hosted by the City of Scottsdale (16601 N. Pima Rd., Scottsdale). This star-studded fundraising event brings together exceptional cuisine, prominent chefs from around the country, celebrities, NFL players, coaches, legends, and more, all to support the fight against hunger.

ANDREW ZIMMERN is the national Culinary Host for Party with a Purpose®. He will join national celebrity spokesperson ALYSSA MILANO in welcoming guests and celebrities. LITTLE BIG TOWN is the musical headliner.

This is a ticketed event. Tickets can be purchased at www.TasteoftheNFL.com.

Media wishing to cover the event should visit the online press room at www.tasteofthenfl.com to request media credentials. For more information, contact Susan Kricun at susan@kricunmedia.com or 602-628-1350.

Join the fight to kick hunger at TasteoftheNFL.com or @TasteoftheNFL.

THE VALOR & VICTORS 5K RUN
The NFL Alumni Association and the Arizona Super Bowl Host Committee will host a 5k Run on Saturday, Jan. 31 at 8:30 a.m. in Scottsdale (Start/Finish line is on Arizona Canal Trail at South Bridge). Participants receive a commemorative Super Bowl Run Series Medal. Proceeds will benefit the Pat Tillman Foundation. Registration is available at http://www.nflalumni5k.org/.

For more information, contact Ashley Mannion at AMannion@azsuperbowl.com or 480-481-8623.

*Player appearances subject to change
*Events without a city name are located in Phoenix