

CELEBRATE KICKOFF TO SUPER BOWL 50 WITH BACK TO FOOTBALL FRIDAY



Fans May Upload Photos Wearing Team Gear Using #NFLFanRecord September 10-11

As the NFL kicks off its season-long celebration of Super Bowl 50, fans nationwide can celebrate the return to football and have the opportunity to break a Guinness World Record by participating in the NFL's *Back to Football Friday* challenge.

Starting Thursday, Sept. 10 at 12 p.m. ET, fans can showcase their team spirit and upload photos of themselves using #NFLFanRecord on Twitter, Instagram or at NFLFanRecord.com.

Participating fans have the chance to break the Guinness World Record for "Largest Online Photo Album of People Wearing NFL Team Logos." Each photo counts as one World Record entry, regardless of the number of fans in the photo. The *Back to Football Friday* challenge will conclude on Friday, Sept. 11 at midnight ET.

Fans of all shapes, sizes and team affinities can sport their unique NFL style on gameday and at every occasion. Visit NFLShop.com for NFL apparel and team gear on @NFLFanStyle on Facebook, Twitter and Instagram. Join the conversation using the hashtag #NFLFanStyle.

Back to Football Friday is part of the overall 2015 NFL Kickoff celebrations. For more information on *Back to Football Friday* or to upload your photo, visit NFLFanRecord.com or tweet and post to Instagram using #NFLFanRecord.

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