

**FOR IMMEDIATE RELEASE:
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NFL REVEALS DATE FOR SUPER BOWL L

***50th Anniversary of the Super Bowl to be held February 7
at the new Levi's® Stadium in Santa Clara***

SANTA CLARA, Calif. — Today the National Football League (NFL) revealed the official game day date for Super Bowl L, which will be played at Levi's® Stadium in Santa Clara on February 7, 2016.

“Santa Clara is proud to host the Super Bowl’s golden anniversary game in the Golden State,” said Santa Clara Mayor Jamie Matthews. “Around the world, all eyes will be focused on our city and the Bay Area on February 7, 2016, so we are excited to showcase our region’s beauty, culture and innovative spirit.”

The Super Bowl is annually the most-watched television program in the United States, with an average audience of more than 100 million viewers, as well as one of the most-watched events worldwide.

“We’re looking forward to game day and having a global spotlight on Santa Clara and our beautiful new stadium,” says Steve Van Dorn, President & CEO of the Santa Clara Chamber of Commerce and Convention-Visitors Bureau. “We expect our Santa Clara businesses, including hotels, restaurants, and shops to be overflowing Super Bowl week.”

In addition to the game in Santa Clara, the Super Bowl L experience will include a weeklong series of public events and celebration events leading up to Super Bowl Sunday in San Francisco and throughout the Bay Area.

“Now the entire region can circle the date on our calendars and work together to produce a spectacular, efficient and safe Super Bowl experience,” said Keith Bruce, CEO of the San Francisco Bay Area Super Bowl Host Committee. “We are excited for what lies ahead in the coming months as our planning begins in earnest.”

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About the San Francisco Bay Area Super Bowl Host Committee

Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl Host Committee is responsible for Super Bowl L and its celebration elements, including the Super Bowl Village, public events, and management of game day logistics. The Host Committee will donate 25% of every dollar raised to Bay Area community initiatives and high-performing

nonprofits. To be hosted in the state-of-the-art Levi's® Stadium in Santa Clara, Super Bowl L will celebrate its golden anniversary in the Golden State through a series of events that showcase all the Bay Area has to offer. For more information, visit www.sfbaysuperbowl.com.

Follow the San Francisco Bay Area Super Bowl Host Committee:

Online at www.sfbaysuperbowl.com

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