



SUPER BOWL 50
HOST COMMITTEE

**EMBARGOED UNTIL
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SUPER BOWL 50 HOST COMMITTEE UNVEILS PLANS FOR 'SUPER BOWL CITY' FAN VILLAGE IN SAN FRANCISCO

**Weeklong Family-Friendly Celebration Set for Foot of Market;
NFL Experience, Pro Football's Interactive Theme Park Set for Moscone Center**

SAN FRANCISCO – The San Francisco Bay Area Super Bowl 50 Host Committee today announced its plans for **Super Bowl City**, a free-to-the-public fan village designed to celebrate the milestone Super Bowl 50 and to highlight its unique place in the Bay Area.

Together with the **NFL Experience** – pro football's interactive theme park experience that will be held at the Moscone Center - Super Bowl City will be the hub of fan energy and excitement leading up to Game Day at Levi's® Stadium in Santa Clara.

Centered in Justin Herman Plaza, on the Embarcadero at the foot of San Francisco's famed Market Street, Super Bowl City will feature family-friendly activities for fans of all ages. It will offer a fun – and free – way for locals and visitors alike to enjoy the extravaganza that is the sporting world's biggest annual event.

Super Bowl City will be designed to showcase the best the Bay Area has to offer, with interactive games and activities that highlight the region's technological prowess, culinary excellence and cultural diversity, as well as celebrate the 50th Super Bowl and the Bay Area's place in professional football history.

From cultural performances and displays that highlight the artistic vitality of the region, to locally grown foods that capture the Bay Area's epicurean spirit to NFL-themed activities, Super Bowl City will be a weeklong, family-friendly celebration.

“Many people don’t realize that Super Bowls are more than just a game – they are weeklong extravaganzas that offer fun activities for kids and families, interactive exhibits for sports fans and events that fans and Bay Area residents can all enjoy,” said Keith Bruce, CEO of the Host Committee. “We are designing the Bay Area’s Super Bowl celebration to offer something that everyone can enjoy, and reflect the spirit and personality of our entire region.”

In a break from tradition, Super Bowl City will be open for an extra weekend this year, providing many local residents the opportunity to experience the excitement of Super Bowl 50 before out-of-town guests arrive. Both locations will open Saturday, January 30 – with the day’s activities topped off by the official re-lighting of the iconic Bay Lights on the Willie L. Brown, Jr. Bay Bridge.

“Super Bowl City will give every San Franciscan a chance to share in the fan experience of Super Bowl 50,” said San Francisco Mayor Edwin M. Lee. “As San Francisco hosts the most philanthropic Super Bowl ever, our Bay Area region’s small local businesses, hotels and restaurants will share in the all these events. I’m excited that the San Francisco Bay Area and all we have to offer will be once again on seen on one of the world’s largest stages.”

In addition to fan activities, Super Bowl City will be the broadcast home for the CBS Television Network – the exclusive broadcaster of Super Bowl 50 - that will be broadcasting live from the Justin Herman Plaza throughout Super Bowl Week.

NFL Network will also be broadcasting live from Super Bowl City.

“The three main hubs of Super Bowl Week – Levi’s Stadium in Santa Clara, and Super Bowl City and the NFL Experience in San Francisco – will serve not only as centers of energy for Super Bowl Week, but also as catalysts for visitors to find and patronize the many restaurants, shops and small businesses in the surrounding areas,” said Daniel Lurie, chair of the San Francisco Bay Area Super Bowl 50 Host Committee. “Our commitment from the beginning has been to put our Bay Area community first, and create real opportunities for our region to benefit from this opportunity to host Super Bowl 50, whether it is local businesses or our Bay Area’s nonprofit community.”

The opening of Super Bowl City on January 30 will also cap a yearlong celebration by the NFL commemorating the milestone Super Bowl 50.

The NFL Experience will be housed at Moscone Center North and South. For its first visit to the Bay Area, pro football’s annual interactive theme park will feature participatory games, displays, entertainment attractions, youth football clinics and free autograph sessions with NFL players. In addition, fans will be able to see the Vince Lombardi Trophy on display before it is awarded to the Super Bowl 50 champion. The NFL Experience is a ticketed event and will also be open beginning January 30.

Moscone Center West will also be home to an exciting attraction for fans through “The NFL Fan Viewing Gallery.” The Fan Viewing Gallery provides fans with the opportunity to get up close and personal as current NFL players, NFL legends and celebrities being interviewed live by national radio personalities.

The NFL Media Center will also operate from Moscone West, which will provide working facilities for an anticipated 5,000 members of the media, hailing from all over the U.S. and more than 30 countries around the globe.

For Super Bowl 50, the NFL Headquarters Hotel will be the Hilton San Francisco Union Square, which will house staff and some traveling media.

Super Bowl 50 will be celebrated in the San Francisco Bay Area in 2016. The Super Bowl 50 game will be played at Levi’s® Stadium in Santa Clara – home of the San Francisco 49ers – on February 7, 2016. The first Super Bowl was played in California in 1967 at the Los Angeles Memorial Coliseum and now the Super Bowl returns to California to celebrate its golden moment with the 50th playing of the Super Bowl in the Golden State.

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About the San Francisco Bay Area Super Bowl 50 Host Committee

Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl 50 Host Committee is responsible for Super Bowl 50 and its celebration elements, including public exhibits, planning of game day logistics and Super Bowl City, its fan village in San Francisco. The Host Committee will donate 25% of every dollar raised to Bay Area community initiatives and high-performing nonprofits through 50 Fund. To be hosted in the state-of-the-art Levi’s® Stadium in Santa Clara in 2016, Super Bowl 50 will be celebrated through a series of events that showcase all the Bay Area has to offer. For more information, visit www.sfbaysuperbowl.com.

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