



## **Host Committee Handoff Ceremony Signals Official Count Down to Super Bowl 50**

### ***NFL Commissioner Goodell, Super Bowl 50 Host Committee Representatives Participate***

**PHOENIX, January 31, 2015**— Representatives from the San Francisco Bay Area Super Bowl 50 Host Committee took part in their first official Super Bowl 50 duty today; the Host Committee Handoff Ceremony at Super Bowl XLIX in Phoenix, Arizona.

CEO Keith Bruce and Chairman Daniel Lurie of the San Francisco Bay Area Super Bowl 50 Host Committee and San Francisco 49ers CEO Jed York represented the Bay Area, along with their counterparts Arizona Super Bowl Host Committee President & CEO Jay Parry and Chairman David Rousseau and Arizona Cardinals Football Club President Michael Bidwill.

“The Super Bowl is an incredible opportunity for any region, and we are honored to be hosting the milestone Super Bowl 50 our region; we intend to showcase all the Bay Area has to offer - from Pebble Beach to wine country - to visitors and viewers from around the globe,” said Keith Bruce. “We see Super Bowl 50 as a powerful catalyst for our region.”

The Arizona Host Committee presented Bruce and Lurie with a Tiffany’s tray to commemorate the passing of the torch from Arizona to the San Francisco Bay Area for Super Bowl 50 in 2016.

“We believe that Super Bowl can also be a tremendous platform for good,” said Daniel Lurie. “We are committed to making Super Bowl 50 the most philanthropic Super Bowl yet, and leave a legacy that could last for generations and really lift our communities up.”

The Super Bowl 50 Host Committee has pledged 25% of every dollar they raise to be invested in Bay Area nonprofits through 50 Fund, its legacy initiative. Super Bowl 50 will be played at Levi’s® Stadium – home of the 49ers – in Santa Clara, Calif., bringing the nation’s biggest sporting event will be back in the Bay Area for the first time since 1985. Super Bowl 50 will take place on February 7, 2016.

#### **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 the Super Bowl Village, public exhibits and planning of



SUPER BOWL 50  
HOST COMMITTEE

game day logistics. 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](http://www.sfbaysuperbowl.com).

### **About Super Bowl 50**

The Super Bowl is America's number one watched television program and culminates the NFL football season. The Bay Area will host its first Super Bowl in 30 years on Sunday, February 7, 2016. Super Bowl 50 will be played at Levi's Stadium in Santa Clara, California, and will be preceded by a weeklong celebration featuring the NFL Experience in San Francisco.