



January 16, 2019

MORE THAN 30 SUPER BOWL LIII COMMUNITY EVENTS TO TAKE PLACE IN THE ATLANTA AREA

NFL, NATIONAL AND LOCAL ORGANIZATIONS POSITIVELY IMPACT THE REGION

NEW YORK – Super Bowl LIII brings much more than football to the Atlanta area. Throughout the weeks preceding the game, more than 30 charitable activities and community outreach events will enrich the community and provide lasting legacies.

Super Bowl Week activities include the announcement of the annual *Walter Payton NFL Man of the Year Award presented by Nationwide* winner, a series of community projects made possible by millions of dollars in NFL Foundation Super Bowl Legacy Grants and the Super Bowl LIII Host Committee and a number of youth character development events including the NFL PLAY 60 Kids' Day.

The NFL and Nationwide are proud to bring the Walter Payton NFL Man of the Year nominees together in Atlanta to highlight the amazing work they do in our communities. On Friday, Feb. 1, these inspiring men will team up with students at the Warren Boys & Girls Club to build a new playground, work on beautification projects and participate in other activities around the center.

During the week, the NFL and Verizon will host an Unsung Heroes luncheon for volunteers and employees at local domestic violence and sexual assault prevention organizations and shelters. The league is also working with local organizations on social issues including human trafficking, providing financial grants to address issues in the Atlanta area.

The following are just some of the ways the NFL and Super Bowl LIII will positively impact the community.

Note: NFL player names will be added in the daily media advisories.

KING CENTER 50 ACTS OF SERVICE OR KINDNESS CAMPAIGN

The Atlanta Super Bowl Host Committee is supporting The King Center's celebration of Martin Luther King, Jr. Day and promoting its 50 Acts of Service or Kindness Campaign. The King Center, in partnership with Accenture and Mission Continues, will host Team ATL volunteers to assemble activity kits for St. Jude Hospital's patients ages 13-18. The King Center is a 23-acre National Historic Site, which welcomes more than one million visitors each year. The service project will take place on **Monday, Jan. 21** from **10 a.m.- 4 p.m.** at The King Center (449 Auburn Ave. NE).

For more information, please contact Barbra Harrison at 404-526-8961 or Donald Bullock at 404-526-8966.

SUPER BOWL EXPERIENCE DRIVEN BY HYUNDAI

Super Bowl Experience Driven by Hyundai – pro football's interactive theme park - will return to Atlanta for the first time since Super Bowl XXXIV in 2000. This event offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII, including interactive games and experiences, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Fans are invited to join the NFL to celebrate the history of the Super Bowl and ring in Super Bowl LIII in the heart of downtown Atlanta at the Georgia World Congress Center (285 Andrew Young International Blvd NW) which will be open to the public from **Saturday, Jan. 26 - Saturday, Feb. 2**.

Super Bowl Experience Driven by Hyundai, the hub of fan activity in Atlanta, provides visitors of all ages with the opportunity to participate in NFL-themed games and activities. Fans can test their football skills, view live programming from the NFL Network, get a photo with the Vince Lombardi Trophy, view all 52 Super Bowl rings and get FREE NFL player autographs. Tickets for Super Bowl Experience at Super Bowl LIII are on sale now and can be pre-purchased exclusively on [Ticketmaster.com](https://www.ticketmaster.com). Tickets purchased online are subject to a Ticketmaster service charge.

For the first time, the NFL has introduced variable ticket pricing for Super Bowl Experience. From Monday, Jan. 28 – Wednesday, Jan. 30 ONLY, for each \$20 adult ticket purchased at the Super Bowl Experience Box Office, the purchaser will be entitled to receive up to three complimentary tickets for children 12 & under. Additional tickets for children 12 & under will be \$5 each on those days. Complimentary and discounted child tickets must be for the same day as the accompanying adult ticket. *Complimentary and discounted child tickets may only be purchased at the box office on the day of the event. This offer is subject to ticket availability. The NFL reserves the right to close ticket sales and/or this offer at any time based on the capacity of the venue and the event.* For expedited lines, a SBXtra Fast Pass may be purchased for \$55.00 for both adults and kids, while quantities last.

To better enhance their experience and also to enter to win two tickets to Super Bowl LIII, fans are encouraged to register now at NFL.com/FanMobilePass. Fans can also download the Super Bowl LIII Fan Mobile Pass app.

Beginning Saturday, Jan. 26, fans can purchase tickets at the Super Bowl Experience Box Office located in Building B of the Georgia World Congress Center. Tickets sold at Super Bowl Experience Box Office will go on sale two hours before opening daily.

Super Bowl Experience Driven by Hyundai Hours of Operation:

| | |
|--------------------|-------------------|
| Saturday, Jan. 26 | 10 a.m. – 10 p.m. |
| Sunday, Jan. 27 | 10 a.m. – 8 p.m. |
| Monday, Jan. 28 | 3 – 8 p.m. |
| Tuesday, Jan. 29 | 3 – 8 p.m. |
| Wednesday, Jan. 30 | 3 – 10 p.m. |
| Thursday, Jan. 31 | 3 – 10 p.m. |
| Friday, Feb. 1 | 10 a.m. – 10 p.m. |
| Saturday, Feb. 2 | 10 a.m. – 10 p.m. |

(Times are local – Eastern Time – and are subject to change)

The complete schedule for Super Bowl Experience Driven by Hyundai, and other Super Bowl LIII gameday and event information, will be posted on SuperBowl.com and in the Super Bowl LIII Fan Mobile Pass app. Fans are encouraged to follow [@SuperBowl](https://twitter.com/SuperBowl) and tag their posts and photos using hashtag [#SBLIII](https://twitter.com/SuperBowl).

For more information, contact Crystal Reiter at (310) 709-8690 or CrystalR@bzapr.com.

PRO FOOTBALL HALL OF FAME ARTIFACTS ON DISPLAY AT SUPER BOWL EXPERIENCE

The Pro Football Hall of Fame will showcase more than 130 artifacts at Super Bowl Experience. The one-of-a-kind treasures will help the Hall convey the NFL's rich history since its birth in Canton, Ohio in 1920.

The Hall of Fame will also exhibit the three iconic symbols that represent an individual's induction into the Hall of Fame - the Hall of Fame Gold Jacket created by Haggard is presented on the eve of their induction, their Bronzed Bust is unveiled at the annual enshrinement ceremony, and a one-of-a-kind Pro Football Hall of Fame Ring of Excellence created by Kay® Jewelers which is presented at the Hall of Famer's home stadium.

Eight Bronzed Busts will be temporarily removed from The Hall of Fame Gallery and displayed at the Super Bowl Experience in Atlanta: Deion Sanders, Randy Moss, Brett Favre, Michael Strahan, Jerry Rice, Terrell Davis, John Madden and Joe Montana. This is a rare instance in which these unique objects are exhibited outside of the Hall of Fame in Canton.

For more information, contact Pete Fierle at 330-209-9464 or Pete.Fierle@ProFootballHOF.com.

UNITED WAY AND NFL BRING IMMERSIVE VIRTUAL REALITY GAME TO SUPER BOWL EXPERIENCE

United Way has teamed with the NFL and EverFi to bring an immersive virtual reality game to the Super Bowl Experience Driven by Hyundai. The “Call the Play” VR experience uses curriculum from the NFL/United Way Character Playbook program to teach participants how to handle challenging social situations. The experience is hosted by Pro Football Hall of Famer **JERRY RICE** and supported by NFL players **DEMARIO DAVIS** of the New Orleans Saints and **LORENZO ALEXANDER** of the Buffalo Bills. Atlanta-based Futurus and Creative Media Industries Institute (CMII) were key partners behind the state-of-the-art technology in this VR experience. “Call the Play” will be located at the Georgia World Congress Center at Booth 55 during Super Bowl Experience operating hours from **Saturday, Jan. 26 – Sunday, Feb. 3** and participants also will have the chance to purchase a sweepstakes ticket to win two Super Bowl LIII game tickets.

For more information, contact Tracey Holmes at tracey.holmes@unitedway.org or Southerlyn Reisig at southerlyn.reisig@unitedway.org.

SUPER BOWL LIVE PRESENTED BY VERIZON

Centennial Olympic Park in downtown Atlanta will be the site of Super Bowl LIVE presented by Verizon, the Atlanta Super Bowl Host Committee’s free-to-the-public fan village, which will highlight Atlanta’s vibrant culture and music scene, featuring concerts produced by GRAMMY Award-Winning Producer **JERMAINE DUPRI**. Super Bowl LIVE presented by Verizon will be open from **Saturday, Jan. 26 – Saturday, Feb. 2**.

Together with Super Bowl Experience Driven by Hyundai, Super Bowl LIVE presented by Verizon will be the heartbeat of fan energy and excitement leading up to gameday. The free festival will also feature the best food, fun and experiences that celebrate Atlanta’s rich cultural history, internationally-renowned music scene and innovative future. The Verizon Up Main Stage will feature daily line-ups organized largely based on music genres. Opening day will feature hip hop, Sunday, Jan. 27 will have country and Monday, Jan. 28 will feature hip hop with R&B. The Verizon Up Main Stage resumes on Thursday, Jan. 31 with country and rock, continues on Friday, Feb. 1 with pop and EDM and culminates on Saturday, Feb. 2 with hip hop.

Several musical acts, all with roots in Atlanta, have already been announced as part of Super Bowl LIVE presented by Verizon. The Verizon Up Main Stage will welcome nationally-recognized Southern rap group **GOODIE MOB** on Monday, Jan 28. The pioneering Southern rap act, which includes nationally-acclaimed recording artist **CEE-LO GREEN**, kicks off a night that will also feature former MTV DJ of the Year **DJ HOLIDAY** along with several of his friends. Other acts to take the Verizon Up Main Stage on Monday night are **TRINIDAD JAMES**, **YFN LUCCI** and **WAKA FLOCKA FLAME**. Saturday night’s grand finale on the Verizon Up Main Stage, the night before Super Bowl LIII takes place blocks away at Mercedes-Benz Stadium, will feature **DJ SMURF** and the **ATL BASS ALL STARS**. More announcements on musical talent are still to come with additional nationally-recognized acts to be added later. Additional information can be found at ATLSuperBowl53.com/SuperBowlLIVE. Select performances will be shown on NFL Network and ESPN as part of their telecast of Super Bowl Opening Night fueled by Gatorade from State Farm Arena less than a block away. Dozens of other national and local Atlanta artists will perform free music daily at the Verizon Up Main Stage.

Super Bowl LIVE presented by Verizon 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. The Boombox and DJ Stage presented by iHeartRadio will pump the pulse of Super Bowl LIVE with music for fans to enjoy upon entry. Close by, fans can take in the broadcast sets of ESPN and NFL Network as they prepare the nation for kickoff. 11Alive, Atlanta’s NBC affiliate news station, will also broadcast from Super Bowl LIVE presented by Verizon next door to the NFL Shop merchandise store. Fans will experience some of the most interactive attractions from Super Bowl LIVE sponsors, including Ford, Hyundai, Tostitos and Verizon.

Fans can also experience the rich cultural diversity and community-driven attitude at the artist cube. The Atlanta Super Bowl Host Committee has united with arts and advocacy organization WonderRoot in a large-scale community initiative titled “[Off the Wall](#).” The initiative culminates the week of Super Bowl LIII with 30 public murals set to be revealed around Atlanta that capture the past, present and future of the city’s historic civil rights legacy and current social justice movements. The artist cube will feature several WonderRoot artists performing live paintings at various times. All of the artists’ works varied in form and expression with multiple identity, geography and affinity groups represented. Many life experiences, goals, fear and stories helped shape the mural designs and will well shape the live paintings.

Super Bowl LIVE Hours of Operation

| | |
|-------------------|-------------------|
| Saturday, Jan. 26 | 11 a.m. – 10 p.m. |
| Sunday, Jan. 27 | 12 p.m. – 7 p.m. |
| Monday, Jan. 28 | 4 p.m. – 9 p.m. |
| Thursday, Jan. 31 | 4 p.m. – 10 p.m. |
| Friday, Feb. 1 | 2 p.m. – 10 p.m. |
| Saturday, Feb. 2 | 10 a.m. – 10 p.m. |

Super Bowl LIVE presented by Verizon is a free event, non-ticketed 10-day festival that is open to the public. For more information on programming and activities, visit ATLSuperBowl53.com/SuperBowlLIVE.

For more information, please contact Erin Shearer at 404-723-0016 or Erin.Shearer@atlchampgame.com. For Super Bowl LIVE stand-up and b-roll opportunities, please contact Randy Lieberman at 404-886-4228 or Randy.Lieberman@atlchampgame.com.

NFL PLAY 60 CHARACTER CAMP

On **Monday, Jan. 28** at **9 a.m.**, the NFL will host a free Character Camp on the field at Super Bowl Experience Driven by Hyundai at the Georgia World Congress Center (285 Andrew Young International Blvd NW) before Super Bowl Experience is open to the public for the day. The camp will be attended by 300 predominantly-Hispanic youth from the Atlanta area. The non-contact football 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. The mission of the camps is to make a positive impact on youth through teaching football skills, emphasizing exercise, and reinforcing the importance of character in athletics and life. The camp is part of a series of NFL PLAY 60 Character Camps hosted as part of the NFL's year-round Hispanic outreach initiative, focused on offering youth opportunities to play and experience the game of football. Since the inception of NFL PLAY 60 Character Camps in 2012, over 90 camps have been held impacting nearly 30,000 youth across the country.

For more information, contact Dana Gordon at danag@bzapr.com.

SALUTE TO SERVICE MILITARY APPRECIATION DAY

As part of *Salute to Service*, the NFL will invite veterans, active-duty service men and women and their families to Military Appreciation Day at Super Bowl Experience Driven by Hyundai on **Monday, Jan. 28** from **3–8 p.m.** The NFL is working with its military nonprofit partners, including Wounded Warrior Project® to invite attendees and distribute free tickets to all service members, veterans and their families at a designated ticket booth during the hours of operation.

For more information, contact Liz McCollum at ElizabethM@bzapr.com.

SUPER BOWL LIII BUSINESS CONNECT CELEBRATION

The NFL and the Atlanta Super Bowl Host Committee will host its Super Bowl LIII Business Connect Celebration event on **Monday, Jan. 28**, from **5:30 – 8:30 p.m.** at King Plow Arts Center (887 West Marietta St.). The event is a celebration of the Super Bowl LIII Business Connect program spotlighting the accomplishments of suppliers and local businesses that have grown and thrived under the tutelage of the program's professional development initiatives, and acknowledging NFL event contractors who've aggressively utilized the program, awarding contract opportunities to the vendors in the program.

More than 200 Metro Atlanta businesses in 35 vendor categories participated in this year's Business Connect program, which identifies Super Bowl LIII contracting opportunities and matches those contracts with experienced, local diverse business owners in the program. One of the qualifiers for participation in Business Connect is that businesses must be 51 percent owned by a minority, woman, veteran, lesbian, gay, bisexual and/or transgender individual. Business Connect also offers professional development workshops, pitch days and networking events to increase the business acumen of its members and to ensure that participants are prepared to compete for and win contracts in their home city post-Super Bowl.

The Business Connect Celebration is a private event for participating business owners. A networking reception will precede and follow the formal program. NFL Alum and Atlanta businessman **ADAM WALKER** is the event's keynote speaker.

While the event is closed to media, Business Connect representatives are available for interviews upon request.

For more information, contact B.J. Waymer, NFL Business Connect, at (704) 614-6352 or bj.waymer@nfl.com.

INSIDEOUT COACHING CHARACTER

The NFL Foundation and Atlanta Super Bowl Host Committee Legacy Fund will host two InSideOut Coaching Character events on **Tuesday, Jan. 29** at The Gathering Spot (384 Northyards Blvd., NW, Building 100). High school athletic directors and head football coaches throughout the state of Georgia will attend the first event from **10 a.m.–2 p.m.**, while youth football coaches and association leaders from Georgia will participate in the second training event from **6:30-8:30 p.m.** Led by InSideOut Initiative co-founders, **JODY REDMAN** and NFL Legend **JOE EHRMANN**, both trainings will center on the importance of creating a culture of care for student-athletes that focuses on transformational coaching, healthy masculinity, developing moral character and creating a positive mental health climate. The InSideOut Initiative is funded by the NFL Foundation and aimed at transforming the “win-at-all-costs” sports culture in communities across the country.

For more information, contact Alexia Gallagher at Alexia.Gallagher@NFL.com.

SPECIAL OLYMPICS UNIFIED FLAG FOOTBALL GAME

The NFL and Special Olympics Georgia will host a Special Olympics Unified Flag Football game on **Tuesday, Jan. 29** from **1:30-3 p.m.** at the Super Bowl Experience at the Georgia World Congress Center.

The NFL and Special Olympics teamed up to provide opportunities for athletes of all abilities to ‘PLAY 60’ through the expansion of Special Olympics Unified Flag Football. PLAY 60 is the NFL’s campaign to promote youth health and wellness, aimed at encouraging kids to get physically active for 60 minutes a day. For more information, visit NFL.com/PLAY60.

Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. They empower people with intellectual disabilities to become accepted and valued members of their communities, which leads to a more respectful and inclusive society for all. Using sports as the catalyst and programming around health and education, Special Olympics is fighting inactivity, injustice and intolerance. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown to more than 5.3 million athletes and Unified partners in 169 countries. With the support of more than 1 million coaches and volunteers, Special Olympics delivers 32 Olympic-type sports and over 108,000 games and competitions throughout the year.

For more information, contact Dana Gordon at danag@bzapr.com.

NFL-USO SALUTE TO SERVICE EVENT

The NFL and the USO celebrate more than 50 years of partnership with *Salute to Service*. Through this partnership, the NFL is proud to bring football to service members and military families through year-round events, programs and services with the USO.

On **Tuesday, Jan. 29** from **5-8 p.m.**, the NFL, USO and Atlanta Falcons will host a dinner and fan-fest to honor 2,000+ service members and their families and bring the excitement of the Super Bowl LIII to Fort Benning. The event will feature NFL player meet and greets, photo opportunities with Atlanta Falcons cheerleaders and Mascot, as well as an NFL PLAY 60 kids’ zone and a raffle for NFL themed prizes.

For more information, contact Catherine Ellis, NFL, at 212-450-2630 or catherine.ellis@nfl.com. **Media must RSVP to** Christina Piosa at 706-392-0487 or Nate Snook at 706-905-2268 from the Fort Benning Public Affairs Office in order to gain access to the installation.

SAQUON BARKLEY & CAMPBELL’S CHUNKY DONATE 100,000 BOWLS OF SOUP TO ATLANTA HOMELESS AHEAD OF SUPER BOWL

Campbell’s Chunky Soup and New York Giants running back **SAQUON BARKLEY** will serve lunch to men and women of Atlanta struggling with homelessness. Campbell’s will donate and distribute 100,000 bowls of soup to Missions for Ministry, a local organization committed to giving back to those in need of food and shelter. This NFL season, Campbell’s plans to donate over 400,000 bowls of soup to hunger relief organizations across the country where they do business. **Tuesday, Jan. 29** from **9:30 – 11:30 a.m.** NOTE: Barkley will be serving soup to the

homeless at **10 a.m.** During this time, only b-roll and photo opportunities will be available. Crossroads Community Ministries (420 Courtland St NE).

Deanna Kugler, Edelman for Campbell's Chunky Soup, Deanna.Kugler@edelman.com or Dana Gordon, NFL, at danag@bzapr.com.

GladiatHers WOMEN IN SPORTS EMPOWERMENT SUMMIT

On **Wednesday, Jan. 30** from **9 a.m.-4 p.m.** GladiatHers, supported by the Atlanta Super Bowl Host Committee, will host the GladiatHers Women in Sports Empowerment Summit. Guests will participate in workshops facilitated by experts in personal branding, leadership, finance and wellness. There will also be keynote and panel discussions that provide advice from c-suite women leaders, as well as opportunities to network with other women in the sports industry. The Summit will empower women interested in the sports industry and help close the confidence gap for entry to mid-level women in sports. The event will be held at The Floyd Room (162 Jesse Hill Dr. SE).

For more information regarding ticket purchase, please visit Gladiatherssummit.com or email founder Cecilia Townes at cecelia@livebeyondthegame.com

NFL PLAY 60 KIDS' DAY AT SUPER BOWL EXPERIENCE

NFL PLAY 60 Kids' Day gives more than 2,000 local youth the opportunity to spend time with NFL players, mascots, and cheerleaders at the Super Bowl Experience at the Georgia World Congress Center (285 Andrew Young International Blvd NW) on **Wednesday, Jan. 30** from **10 a.m.-1 p.m.**

Additionally, schools across the country can join virtually alongside the National Football League, American Heart Association, and Discovery Education will partner for an exclusive pass to the NFL PLAY 60 Kids' Day Live at 12 p.m.ET/9 a.m. PT. Local youth and students across the country will have the opportunity learn more about the importance of healthy living and break down the top-10 plays to PLAY 60 alongside NFL players, mascots, cheerleaders, representatives from the American Heart Association, and Hollywood Records recording artist, **JD MCCRARY**. McCrary is the voice of Young Simba in the upcoming live action remake of The Lion King and will be lead students in a fun and engaging physical activity at the NFL PLAY 60 Kids' Day Live.

The NFL PLAY 60 virtual field trip will allow students to get an inside look at the Atlanta Falcons practice field and stadium, which is home to Super Bowl LIII in Atlanta. Teachers can share how their classroom get moving for 60 minutes a day and have the chance to interact with @American_Heart, @NFLPLAY60 and @DiscoveryEd during the virtual field trip by posting on Twitter using the hashtag #GetMovingPLAY60.

Register today to learn how you can get physically active and heart healthy on <http://aha-nflplay60challenge.org/field-trip>. To learn more about this program and to access the free, standards-aligned resources, visit www.aha-nflPLAY60Challenge.org.

For more information, contact Dana Gordon at danag@bzapr.com.

NFLPA INITIATIVES

The following is a sampling of community events the NFLPA has planned in the Atlanta area during Super Bowl Week:

- Ten hot start-ups will pitch their business during NFLPA Pitch Day on **Wednesday, Jan. 30** from **1-6:30 p.m.** at Switchyards (151 Ted Turner Drive NW) in hopes of landing a deal with the OneTeam Collective--the first athlete-driven accelerator. The next round will feature ACE Media scouting the next great athlete-centric content idea.
- The NFLPA will host Smocks & Jocks, a jazz brunch and silent auction showcasing the art of active and former players, on **Saturday, Feb. 2** from **10:30 a.m.-2:30 p.m.** at the Livingston Restaurant in the Georgian Terrace Hotel (659 Peachtree Street NE). Guests have the opportunity to mingle with other players, observe the artistic displays, and enjoy food and drinks.

For more information, please contact Erin Hayes at erin.hayes@nflpa.com.

CRUCIAL CATCH RALLY: A HEALTH EXPO TO INTERCEPT CANCER

The NFL and the American Cancer Society (ACS) are again working together to support the fight against cancer through "Crucial Catch." The year-round initiative addresses early detection and risk-reduction efforts for multiple cancers. The 10th anniversary of the partnership will culminate with a Crucial Catch Rally: A Health Expo to Intercept

Cancer on **Wednesday, Jan. 30** from **2-3:30 p.m.** at the American Cancer Society Headquarters (250 Williams St NW), and will conclude with a media moment from 3- 3:30 p.m. The 10-year partnership has led to over 750,000 people impacted, particularly in high-risk communities.

For more information, contact Liz McCollum at elizabethm@bzapr.com.

PLAYERS COALITION PRESS CONFERENCE

Players Coalition will host a news conference to announce the six recipients of their 2019 grant program. It will take place at the Super Bowl LIII Media Center (Medium Press Conference Room A313-A314) on **Wednesday, Jan. 30** at **3:30 p.m.**

For more information, contact Lindsay Means at lindsay@players-coalition.org or 760-473-5932.

PLAY FOOTBALL MIDDLE SCHOOL DEVELOPMENTAL CAMP

The NFL will once again host the NFL Play Football Middle School Developmental Camp on **Wednesday, Jan. 30** from **5-8 p.m.** at Lakewood Stadium (Lakewood Ave SE) for over 250 middle school students from the Atlanta area. Participants will engage in a series of position-specific drills and one-on-one challenges. Kids will also receive instruction from top area coaches as well as current and former pro football players.

To reserve a spot, please visit [Play Football Middle School Developmental Camp](#).

For more information, contact Liz McCollum at elizabethm@bzapr.com.

NFL YOU CAN PLAY SUPER BOWL EVENT

The NFL works with You Can Play - an LGBTQ educational advocacy organization dedicated to ensuring equality, respect and safety for athletes, coaches and fans regardless of sexual orientation and/or gender identity - on their Hi-Five Initiative at events throughout the year. The events aim to create meaningful connections between LGBTQ youth and leaders within the professional sports community. The NFL was the first professional sports league to join the initiative when it launched in 2013.

For the first time at the Super Bowl, the NFL will team with the You Can Play Project to host Atlanta area LGBTQ youth from Chris 180 - a local organization whose goal is to "heal children, strengthen families, and build community" - for a special event on **Wednesday, Jan. 30** from **6-10:00 p.m.** at Super Bowl Experience Driven by Hyundai at the Georgia World Congress Center (285 Andrew Young International Blvd. NW). Participating youth will sit down with NFL players for a conversation on LGBTQ rights and inclusion in sports (6-7:30 p.m.) then have the rest of the evening to enjoy Super Bowl Experience. The session will be facilitated by former NFL player and You Can Play Project's Director of Professional Sports outreach, **WADE DAVIS**.

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

NFL PLAYER CARE FOUNDATION SCREENINGS

On **Wednesday, Jan. 30 – Friday, Feb. 1**, the NFL Player Care Foundation (PCF), supported by the NFL Alumni Association (NFLA), is proud to partner with one of the nation's premier medical providers, Tulane University School of Medicine, to conduct its annual Super Bowl Healthy Body and Mind Screening program. This complimentary national program is open to all former NFL players and includes cardiovascular and prostate screenings and mental health resources and education. Comprehensive blood testing will be offered to the wives and significant others who accompany former player screening participants and is being provided by NFLA free of charge.

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 Westin Atlanta Perimeter North (7 Concourse Pkwy) from **8 a.m. – 2 p.m.**

In conjunction with its Super Bowl Healthy Body and Mind Screening program, PCF has also partnered with Ascending Athletes to host a Career Fair, also Jan. 30-Feb. 1, which will offer former NFL players with job search strategies, building one's professional brand, resume building, interview training, and interviews with national employers. The Career Fair is not open to the media. For more information on the fair contact, Jill Pike at Jill.Pike@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 5,000 retired NFL players and provided over \$14 million in emergency financial assistance. For more information, visit nflplayercare.com.

The screenings are closed to the public. Media inquiries may be directed to Dana Lihan at Dana.Lihan@nfl.com.

SUPER BOWL LEGACY GRANT EVENT

The NFL seeks to improve the surrounding communities of the Super Bowl host city with the Super Bowl Legacy Grant Program, made possible each year by a \$1 million contribution from the NFL Foundation and matched by the Super Bowl Host Committee. This year, the NFL and Atlanta Super Bowl Host Committee's grants are focused on investment in and renovation of John F. Kennedy Park located in Atlanta's historic Westside neighborhood. This \$2 million capital improvement project – supported by funding from the NFL Foundation, Atlanta Super Bowl Host Committee and the Arthur M. Blank Family Foundation – will help foster play and healthy lifestyles for students at the nearby Hollis Innovation Academy as well as the Westside community, providing the next generation of youth in Atlanta with a versatile playing field for athletic competition and the surrounding community a safe space for exercise and outdoor activities.

NFL, Atlanta Super Bowl Host Committee and Atlanta Falcons executives will participate in a ribbon-cutting ceremony at John F. Kennedy Park (225 James P. Brawley Dr., SW) on **Thursday, Jan. 31 at 10 a.m.**

For more information, contact Alexia Gallagher at Alexia.Gallagher@NFL.com and Dana Gordon at danag@bzapr.com.

NFL-VERIZON UNSUNG HEROES LUNCHEON

The NFL will host its annual Unsung Heroes luncheon on **Thursday, Jan. 31**, with the goal of thanking and celebrating hundreds of employees and volunteers of local domestic violence and sexual assault prevention organizations.

COMMISSIONER ROGER GOODELL will join current and former NFL players and local officials to take part in a panel discussion and thank local domestic violence and sexual assault prevention advocates.

The event is private, but select participants will be available to speak with media. Please contact Clare.Graff@nfl.com for more details.

ROSS INITIATIVE IN SPORTS FOR EQUALITY (RISE) SUPER BOWL TOWN HALL

RISE will partner with the NFL and The Martin Luther King Jr. Center for Nonviolent Social Change (The King Center) to host its fourth annual Super Bowl Town Hall, "Champions of Change: Tackling Social Justice Together," on **Thursday, Jan. 31** from **4 - 6 p.m.** at The King Center, 449 Auburn Avenue, NE. NFL players and executives, community leaders and members of the King family will participate in the solution-based conversation focused on criminal justice reform geared toward adults and the next generation of leaders. The panels will identify tangible next steps that the audience can take back to elevate social justice in their communities. The town hall is open to media and will be livestreamed by The Undeclared – ESPN's content initiative exploring the intersections of sports, race and culture. Jason Reid, Senior NFL Writer at The Undeclared, will serve as the moderator. Media should contact Ian Cutler at icutler@RISEtoWIN.org to RSVP and for more details, and more information is available at www.RISEtoWIN.org.

In addition, the RISE Champions of Change interactive fan experience at Super Bowl Experience Driven by Hyundai will show how sports inspires positive change. Fans can hear personal stories from NFL players, explore the history of sport and society and create a unique self-portrait to express how they can be champions of change in their own community.

For more information, contact Ian Cutler at icutler@RISEtoWIN.org or 516-395-4456.

MAN OF THE YEAR LEGACY RECEPTION PRESENTED BY NATIONWIDE

In honor of their excellence on and off the field, past Man of the Year winners and the 2018 Walter Payton NFL Man of the Year team nominees will come together at Super Bowl for a series of special events and programs. The Man of the Year Legacy Reception presented by Nationwide will kick off the weekend on **Thursday, Jan. 31** from **7–10 p.m.** and celebrate the past winners and the 2018 team nominees through a premium evening of tributes. The event

will feature meaningful conversations about their impact on the game and in their communities and how, as a group, they can mobilize the entire NFL family to carry that legacy into the future.

To further advance the legacy of Man of the Year team and national recipients, the Legacy Reception will serve as a fundraiser for the NFL Foundation. Funds raised will be distributed among both the NFL Foundation and the nonprofit organizations supported by the Men of the Year.

This event is NOT open to the media. For ticket information, contact Nick Nicolosi at nick@nicknicolosi.com or 201-370-0024. For event information, contact Jill Pike at Jill.Pike@nfl.com.

20th ANNUAL SUPER BOWL GOSPEL CELEBRATION

The 20th Annual Super Bowl Gospel Celebration will help kickoff Super Bowl LIII with a star-studded music jubilation live taping on **Thursday, Jan. 31 at 7:30 p.m.**, at Atlanta Symphony Hall at the Woodruff Arts Center (1280 Peachtree Street NE).

This family-friendly, NFL-sanctioned event blends the top gospel and contemporary Christian singers along with GRAMMY® Award-winning artists, NFL players and special guests to give audiences an evening of uplifting music and inspiration.

The one-hour television special will air on BET Network on Saturday, Feb. 2, 2019 at 8 p.m. ET and Sunday, February 3rd.

For more information, visit www.superbowlgospel.com.

NFL PLAYER ENGAGEMENT PRESENTS “THE BROADCAST BOWL”

As an extension of Broadcast Boot Camp/Advanced Broadcast Boot Camp, NFL Player Engagement is creating a unique opportunity for Alumnae to commentate on Super Bowl Radio Row at Super Bowl LIII. Participating players include **ERIC DECKER, MIKE ADAMS, WESLEY WOODYARD** and **CAMERON LYNCH**. Each player will have a tailored schedule of commentating segments on various radio broadcasting channels including Sirius XM Radio and Westwood One Radio. This program is open to current and former players who have previously participated in Broadcast Boot Camp/Advanced Broadcast Boot Camp, Speakers Bureau, and Sports Media/Sports Journalism & Radio Boot Camp. Select players will begin broadcast appearances on **Thursday, Jan. 31 - Saturday, Feb. 2** at the Media Center located at the Georgia World Congress Center. Players will have the opportunity to practice what they learned at previous boot camps and make important contacts during the NFL’s largest event of the year.

For more information contact Taylor Kielpinski Rogers at Taylor.Kielpinski-Rogers@nfl.com.

MAKE-A-WISH®

Through the assistance of the NFL, Make-A-Wish will grant the wishes of 16 children to attend Super Bowl LIII. Attending the Super Bowl continues to be a wish that transcends generations: every year since 1982, Make-A-Wish kids have attended the big game.

This year, the children and their families will arrive in Atlanta on **Thursday, Jan. 31** 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 Mercedes-Benz Stadium through the support of the NFL and other organizations.

Make-A-Wish grants life-changing wishes to children with critical illnesses. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. Headquartered in Phoenix, Make-A-Wish is the world’s leading children’s wish-granting organization, serving children in every community in the United States and in more than 50 countries worldwide. Together, generous donors, supporters, staff and more than 35,000 volunteers across the U.S., grant a wish every 34 minutes, on average, somewhere in the country. Since 1980, Make-A-Wish has granted more than 300,000 wishes to children in the U.S. and its territories; more than 15,400 in 2017 alone. For more information about Make-A-Wish America, visit wish.org.

For more information on wish kid activities and media opportunities during Super Bowl week, contact Jamie Sandys at 602-738-9025 or jsandys@wish.org.

PLAY FOOTBALL BREAKFAST

The NFL Youth & High School Football department will host a breakfast for key partners and stakeholders on **Friday, Feb. 1** from **8:30-10:30 a.m.** at NFL House. The breakfast will help foster further development and support for youth and high school football initiatives, provide networking opportunities, and serve as an open forum to discuss the Youth & High School Football landscape. This breakfast is also an opportunity for the NFL to thank those who are committed to growing the game of football.

For more information, contact Liz McCollum at elizabethm@bzapr.com.

WALTER PAYTON MAN OF THE YEAR COMMUNITY EVENT

The NFL and Nationwide are proud to bring the Walter Payton NFL Man of the Year nominees together in Atlanta to highlight the amazing work they do in our communities. On **Friday, Feb. 1** from **10 a.m.–12:00 p.m.**, these inspiring men will team up with students at the Warren Boys & Girls Club (790 Berne St SE) to build a new playground, work on beautification projects and participate in other activities around the center.

Considered the League's most prestigious honor, the *Walter Payton NFL Man of the Year Award* presented by Nationwide recognizes an NFL player for outstanding community service activities off the field as well as excellence on the field. The winner will be announced during NFL Honors, a two-hour primetime awards special to air nationally on Feb. 2, the eve of Super Bowl LIII, at 9 p.m. (ET and PT) on CBS. NFL Honors will be taped earlier that evening at the FOX Theatre.

For more information, contact Liz McCollum at elizabethm@bzapr.com.

PRO FOOTBALL HALL OF FAME MERLIN OLSEN SUPER BOWL LUNCHEON

Pro Football Hall of Fame's Merlin Olsen Super Bowl Luncheon takes place on **Friday, Feb 1** at the Marriott Marquis (265 Peachtree Center Ave NE) Atrium Ballroom. The annual event has been described by Jerry Jones as the "best event at the Super Bowl." More than 60 Gold Jackets (living Hall of Famers) and other NFL Legends will be on hand at the private event that honors Hall of Famer **CHRIS DOLEMAN** and Atlanta Falcons Owner **ARTHUR BLANK**.

For more information, contact Kee'Auna Cherry at 330-588-3552 or Keeauna.Cherry@ProFootballHOF.com.

PLAY FOOTBALL HIGH SCHOOL DAY

The NFL will celebrate high school football student-athletes and coaches on **Friday, Feb. 1** from **4-8:30 p.m.** at Super Bowl Experience Driven by Hyundai. The NFL will provide over 500 complimentary tickets to local high school football programs. These student-athletes will have an opportunity to invite one peer who does not currently play football but interested in joining the squad to attend and learn more about the game.

Play Football High School Day activities include a skills and drills session on the Play Football Field, breakout sessions led by professionals in the sports industry, a keynote speaker, and a chance to explore Super Bowl Experience.

To learn more about Play Football visit playfootball.com or follow #LetsPlayFootball on social media.

For more information, contact Liz McCollum at elizabethm@bzapr.com.

SUPER BOWL LIII CAMERA RUN THROUGH WITH MEADOWCREEK HIGH SCHOOL

On **Friday, Feb. 1**, football players from Meadowcreek High School in Norcross, Ga. will participate in a walkthrough at Mercedes Benz Stadium for a camera test for CBS's Super Bowl LIII broadcast. These student-athletes will have a once-in-a-lifetime opportunity to take the field and run a few plays before the NFC and AFC champions compete for the Lombardi Trophy.

For more information, contact Liz McCollum at elizabethm@bzapr.com

NFL-USAA MILITARY OUTREACH

The following is a sampling of events planned for service members and their families in the Atlanta area during Super Bowl Week:

- USAA will host current and former military and their guests at the "USAA Salute to Service Lounge" within Super Bowl Experience. The Lounge will be open on **Friday, Feb. 1** and **Saturday, Feb. 2** and serves as an

exclusive area for current and former military members and their families to enjoy complimentary food and beverage, games, NFL player meet and greets and more.

- The NFL and USAA will recognize the winner of the 2018 Salute to Service Award presented by USAA at NFL Honors, a two-hour primetime awards special to air nationally on Feb. 2, the eve of Super Bowl LIII, at 9 p.m. (ET and PT) on CBS. NFL Honors will be taped earlier that evening at the FOX Theatre. Created in 2011, the Salute to Service Award acknowledges the members of the NFL for their exemplary commitment to honoring and supporting the military community and their families.

For more information, contact Liz McCollum at elizabethm@bzapr.com

NFL & ALL PRO DAD'S FAMILY FOOTBALL CLINIC

Current and former players celebrate football and family at the fourth annual NFL & All Pro Dad's Family Football Clinic at Super Bowl LIII. Presented by NFL Player Engagement and All Pro Dad organization, players are invited to bring their children and significant others to participate in fun football activities on **Saturday, Feb. 2** from **9 a.m.-12 p.m.** (player media availability at 11:30 a.m.) at Super Bowl Experience Driven by Hyundai at the Georgia World Congress Center (285 Andrew Young Intl Blvd NW). Players and their children will learn how fun it is to PLAY 60 and create new football memories as a family. Within each football activity, kids and their parents will participate in an exercise designed to foster engagement and relationship building among family members.

For more information, contact Taylor Kielpinski-Rogers at Taylor.Kielpinski-Rogers@nfl.com.

FEDEX PROVIDES FREE ADMISSION TO THE NCCHR

On **Saturday, Feb. 2** at **9 a.m.** at the National Center for Civil and Human Rights (100 Ivan Allen Jr Blvd NW), FedEx, "Official Delivery Service Sponsor" of the NFL and Super Bowl will celebrate the company's sponsorship of a gallery exhibit. A FedEx executive will be joined by a prominent NFL player to reinforce the company's role in advancing social, diversity, and inclusion issues and highlight FedEx's new sponsorship of the museum gallery exhibiting The Martin Luther King, Jr. Collection featuring a rotating exhibition of items from The Morehouse College Martin Luther King, Jr. Collection.

FedEx is also offering free admission to the museum on Saturday, Feb. 2 for Atlanta residents and those visiting during Super Bowl Week activities.

For more information, contact Amanda Henneghan, Sr. Communications Specialist, FedEx, at amanda.henneghan@fedex.com or (901) 434-5003.

SUPER BOWL BREAKFAST

The 2019 Super Bowl Breakfast will be held **Saturday, Feb. 2** at the Atlanta Marriott Marquis (265 Peachtree Center Ave NE) from **8-10 a.m.** The breakfast will feature a presentation of the 2019 Bart Starr Award to an NFL player for outstanding character, integrity and leadership on and off the field. In addition, the program features Super Bowl Champion Coach **TONY DUNGY**, Coach **DAN REEVES**, NFL Pro Football Hall of Fame member **ANTHONY MUNOZ**, and co-host of American Ninja Warrior and the event emcee, **AKBAR GBAJABIAMILA**. Tickets can be purchased at www.superbowlbreakfast.com.

For more information, contact Allison Vogel at 734-395-2417 or sbbmedia@athletesinaction.org.

PLAY FOOTBALL FAMILY FESTIVAL

During Super Bowl LIII week, the third annual Play Football Family Festival will take place at Marietta High School (1171 Whitlock Ave NW, Marietta) on **Saturday, Feb. 2** from **10 a.m.-1 p.m.** The Play Football Family Festival will include fun football-related activations, special guest speakers, a parents' forum, youth league sign-up stations, music, food trucks and giveaways. Clinics will be led by USA Football certified coaches. The event is open to football fans of all ages and free of charge.

To learn more about Play Football visit playfootball.com or follow #LetsPlayFootball on social media.

For more information, contact Liz McCollum at elizabethm@bzapr.com.

19TH ANNUAL PNE™ POWERED BY TOYOTA

The 19th Annual Player Networking Event™ (PNE) will take place **Friday, Feb. 1** from **1-8 p.m.** at the Terminus 100 Building (3280 Peachtree Rd NE). PNE, jointly administered with the NFL Alumni Association, targets

organizations committed to helping active and former NFL players prepare for life after football through various post-event opportunities including group counseling, career coaching, mentoring, job shadowing, internships, entrepreneurial training, franchising, employment, etc.

Event highlights include the launch of an athlete public speaking business led by best-selling *Chicken Soup for the Soul* co-author Jack Canfield; automotive and commercial real estate workshops with national experts; a social media broadcast on post-athletic career success; and a networking happy hour and trade show featuring select athlete-owned and affiliated businesses.

For more information, visit www.pneinfo.com or contact pne@troupe21.com.

GIRLS' FLAG FOOTBALL EXHIBITION

The NFL and the Atlanta Falcons will invite four high school girls' flag football programs from Gwinnett County to participate in a girls' flag exhibition on the Play Football Field at Super Bowl Experience Driven by Hyundai on **Saturday, Feb. 2**, from **4:30-6 p.m.** This season, the Arthur M. Blank Family Foundation partnered with Gwinnett County Public Schools to bring girls' flag football teams to 19 Gwinnett high schools. The four teams selected to play in the exhibition will have an opportunity to showcase their skills and the growth of girls' flag football participation in Atlanta.

For more information, contact Liz McCollum at elizabethm@bzapr.com.

1st AND FUTURE

The 4th-annual NFL 1st and Future competition will be presented by Arrow Electronics and hosted at Georgia Institute of Technology (North Ave NW) in Atlanta on **Saturday, Feb. 2** from **9 a.m.- Noon**. 1st and Future is the NFL's annual Super Bowl competition designed to spur innovation in player health, safety and performance. This year's event will feature two categories of competition. The first category, the NFL Punt Analytics Competition, challenges applicants to analyze NFL data sets to inform submissions about rule changes designed to reduce player injury during punt plays. The second category, Innovations to Advance Athlete Health and Safety Competition, invites submissions for innovations that could improve player health and safety. The top submissions from each category will be invited to present their solutions on-stage in Atlanta.

For more information, visit www.nfl.com/1standfuture or contact Amy Jorgensen at Amy.Jorgensen@nfl.com.

TASTE OF THE NFL

Taste of the NFL (TNFL) is a 501(c)(3) dedicated to raising awareness and funds for hunger relief organizations in the 32 NFL cities and across the country. Proudly celebrating its 27th year at Super Bowl LIII, the organization conducts national and local fundraising events throughout the year, culminating in the annual Party with a Purpose® on Super Bowl Eve. Since its inception, Taste of the NFL has raised more than \$26 million, which has provided more than 220 million meals for Americans. All proceeds raised are donated directly to local and national food banks in each of the 32 NFL cities.

This season's Party with a Purpose® will be held at the Cobb Galleria Centre (2 Galleria Parkway) on **Saturday, Feb. 2** at **7 p.m.** with a musical performance at **9 p.m.** An evening celebrating two of America's favorite pastimes — food and football — Taste of the NFL's 28th Annual Party with a Purpose® pairs extraordinary chefs from the 32 NFL cities together with current, Hall of Fame and alumni players from each of the NFL franchises as they serve over 45,000 tastings for 2,500 guests. These efforts have resulted in more than 220 million meals for Americans in need (many of them children and seniors), who have turned to their local food banks for assistance. Event attendees will also enjoy live musical entertainment from notable performers and have the opportunity to bid on over 250 unique sports and celebrity memorabilia, vacation packages and other coveted auction items. **BEN LEBER** is the Player Host and **ANDREW ZIMMERN** is the Culinary Host for this year's Party with a Purpose®.

Follow @TasteoftheNFL on Instagram and Twitter as they #KickHunger this season, or visit Taste of the NFL on Facebook at facebook.com/TasteoftheNFL.

Tickets to this event can be purchased at www.TasteoftheNFL.com. Media wishing to cover the event should apply for credentials [here](#).

For more information, contact The Brooks Group at 212-768-0860 or TNFL@brookspr.com.

NFL GREEN

The NFL and the Atlanta Super Bowl Host Committee have teamed up to develop a series of initiatives to reduce the environmental impact of Super Bowl as part of Legacy 53. Verizon is a key partner in several of these projects including the Super Bowl LIII Urban Forestry Project and a public E-Waste Recycling Rally.

URBAN FORESTRY

The “Greening” of Super Bowl LIII has created a legacy in the Greater Atlanta area. Urban forestry projects in more than a dozen communities have added hundreds of trees to neighborhoods to provide shade and beauty, created pollinator gardens and community gardens, and helped to expand and plant the Food Forest at Browns Mill, a 7.1-acre site that provides produce to neighbors with limited access. The NFL, Verizon, the Atlanta Super Bowl Host Committee and Trees Atlanta teamed up for these projects.

One of the final Super Bowl LIII urban forestry projects took place **December 15** near the Salvation Army Bellwood Boys & Girls Club. Trees were planted along the streets bordering the Boys & Girls Club to provide shade and beauty. Representatives from the NFL, Atlanta Super Bowl Host Committee, Verizon and Trees Atlanta were on hand to help with this tree planting.

The Super Kids – Super Sharing Sports Equipment and Book Donation event will be held **Thursday, Jan. 17** at Infinite Energy Center’s Forum (Hall A) in Duluth. Beginning at **9 a.m.** hundreds of local school children will arrive with the thousands of donated books, pieces of sports equipment, school supplies and games they’ve collected at their schools. Students will help drop off and sort the donated items. There will be a brief ceremony at **10 a.m.** with representatives from the NFL, Verizon, the Atlanta Super Bowl Host Committee and the Atlanta Falcons. That will be followed by play activities hosted by the Atlanta Falcons. At 1 p.m. recipient schools and organizations that serve local children in need will select the items their students can use.

This year marks the 20th anniversary of Super Kids-Super Sharing which started in Atlanta in 2000. In celebration of the anniversary, Verizon, the NFL and the Arbor Day Foundation will plant more than 20-thousand trees in Georgia’s Sandhills Wildlife Management Area. As part of Super Kids, Verizon will also present a grant of \$18-thousand to the Ron Clark Academy for a peer to peer violence awareness program that tackles issues of bullying.

A Super Bowl LIII E-Waste Recycling Rally sponsored by Verizon will be held at Zoo Atlanta on **Saturday, Jan. 19**. Area residents can help with the “greening” of Super Bowl LIII by bringing their E-waste to this event. The Recycling Rally is open to the public and free of charge. Local residents may drop off all types of electronic waste to be recycled responsibly and kept out of local landfills. Items such as computers, printer monitors, cell phones and televisions will be accepted. (Large appliances such as refrigerators will not be accepted). The first 250 families bringing in items will receive a gift bag, and all who drop off items will receive a discount for Zoo Atlanta admission. The Recycling Rally takes place outside the Zoo entrance. It’s not necessary to enter the Zoo to participate.

The NFL has teamed with Verizon, Zoo Atlanta and the Atlanta Super Bowl Host Committee for this effort which aims to responsibly recycle E-waste. Doing so helps protect the natural environment of gorillas and other animals by reducing the amount of habitat disturbed by mining for the minerals used in these items.

Other NFL Green projects include:

GREEN ENERGY

“Green” energy will be used to power major Super Bowl event venues including Mercedes-Benz Stadium and the Georgia World Congress Center. Renewable energy certificates (RECs) equivalent to the electricity usage at these facilities will help to mitigate the climate impact of energy emissions.

FOOD RECOVERY

Excess food from Super Bowl events will be recovered in partnership with Second Helpings, the Atlanta Community Food Bank and GoodR to provide meals for shelters, missions, soup kitchens and other community programs.

MATERIAL RECOVERY

Recovery of all event materials will begin immediately after most Super Bowl events. During the week following the game, there will be an intensive drive to collect and donate items left over from Super Bowl including building materials, décor, fabric, carpeting and sign materials. These items will be donated to local organizations that can

reuse, repurpose or remanufacture the material. The NFL has incorporated environmental projects into the management of Super Bowl for more than 25 years.

For more information, contact Susan Groh, NFL Green, at 401-952-0885.

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**Player appearances subject to change*

** Events without a city name are located in Atlanta*

** All times ET*

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