



FOR IMMEDIATE RELEASE  
NFL 08/09/16

**“2016 NFL KICKOFF PRESENTED BY HYUNDAI”**  
**TO CELEBRATE START OF THE NFL SEASON AND**  
**DENVER BRONCOS SUPER BOWL CHAMPIONSHIP**  
**THURSDAY, SEPTEMBER 8**

**SHOW TO FEATURE LIVE PERFORMANCES BY MULTI-PLATINUM**  
**ENTERTAINERS DIERKS BENTLEY AND ONEREPUBLIC TO KICK OFF EVENT**

**ANDRA DAY TO SING NATIONAL ANTHEM**

**NBC’S FOOTBALL NIGHT IN AMERICA KICKS OFF SEASON AT SPORTS**  
**AUTHORITY FIELD AT MILE HIGH**

**NBC/NFL Network Special on Thursday, Sept. 8, 7:30 - 8:30 p.m. ET**  
**Precedes NFL Kickoff Game:**  
**CAROLINA PANTHERS vs. DENVER BRONCOS**

The NFL kicks off its 97<sup>th</sup> season with “2016 NFL KICKOFF PRESENTED BY HYUNDAI” – 7:30 PM ET Thursday, September 8. Multi-platinum global stars **DIERKS BENTLEY** and **ONEREPUBLIC** will perform live at Civic Center Park in Denver, it was announced Monday night during NBC’s national broadcast of the 2016 Summer Olympics in Rio de Janeiro.

Performances by Bentley and OneRepublic will be featured in simulcast coverage of the 60-minute pregame show from Denver from 7:30 – 8:30 PM ET on NBC and NFL Network. The live pregame broadcast also will be available via NFL Mobile from Verizon.

Television’s most-watched studio show, NBC’s *Football Night in America*, will be live on-site in Denver with its full team -- **BOB COSTAS**, **DAN PATRICK**, Pro Football Hall of Fame head coach **TONY DUNGY**, and two-time Super Bowl winner **RODNEY HARRISON**, along with NFL Insiders **MIKE FLORIO** and **PETER KING**. The NFL Kickoff Game on NBC will be called by **AL MICHAELS**, **CRIS COLLINSWORTH** and **MICHELE TAFOYA**.

The show leads into the season opener between the Carolina Panthers and Denver Broncos in a rematch of Super Bowl 50 at Sports Authority Field at Mile High in Denver (NBC, NBC Sports Live Extra on desktop and tablet, NFL Mobile from Verizon on smartphones, Westwood One Radio Sports, 8:30 PM ET). It marks the first Super Bowl rematch played on Kickoff Weekend since 1970 (Kansas City-Minnesota). Grammy-nominated performer **ANDRA DAY** will sing the National Anthem.

The musical performances are part of the celebration to kick off the 2016 season and to honor the Super Bowl 50 champion Denver Broncos. This is the 15<sup>th</sup> consecutive Kickoff celebration to start the season and the 12<sup>th</sup> time the NFL has saluted the Super Bowl champions with the opening game in their stadium on a Thursday in primetime.

**2016 NFL KICKOFF** will be executive produced by **RICKY KIRSHNER**, the Executive Producer of the Super Bowl pregame and halftime shows, and directed by **GREGG GELFAND**.

In addition to presenting sponsor Hyundai, top tier sponsors for the NFL's Kickoff platform include Bud Light, McDonald's, Microsoft, Pepsi, Snickers, Verizon and Visa.

Media may visit [NFLcommunications.com](http://NFLcommunications.com) to apply for credentials to cover the "2016 NFL Kickoff" concert. The credential deadline is Friday, September 2. Media interested in covering the game may apply for credentials through the Broncos.

Visit [NFL.com/Tickets](http://NFL.com/Tickets) for tickets to NFL games.

### **HISTORY OF NFL OPENING KICKOFF EVENTS**

<b>DATE</b>	<b>LOCATION</b>	<b>NETWORK</b>	<b>TALENT</b>	<b>GAME</b>
9/5/2002	Times Square, New York	CBS, MTV, VH1 and ESPN	Bon Jovi, Enrique Iglesias, Alicia Keys, Eve, Cast of Broadway musical Rent with Joey Fatone of NSYNC	San Francisco at NY Giants (ESPN)
9/4/2003	The National Mall, Washington, DC	ABC	Aerosmith, Mary J. Blige, Aretha Franklin, Britney Spears, Good Charlotte	NY Jets at Washington (ABC)
9/9/2004	Gillette Stadium, New England/ Metropolitan Park, Jacksonville	ABC	Boston Pops, Mary J. Blige, Destiny's Child, Elton John, Toby Keith, Lenny Kravitz (NE); Jessica Simpson (Jax.)	Indianapolis at New England (ABC)
9/8/2005	Gillette Stadium, New England/ Los Angeles Coliseum, LA/Detroit	ABC	Green Day, Santana, Michelle Branch, Ozzy Osbourne, Trisha Yearwood (NE); Kanye West, Maroon 5, Good Charlotte, Rihanna (LA); Rolling Stones (taped from Detroit)	Oakland at New England (ABC)
9/7/2006	Heinz Field, Pittsburgh/Miami	NBC	Rascal Flatts, Martina McBride (Anthem) (Pitt.); Diddy, Cassie, Yung Joc, Tego Calderon (Miami)	Miami at Pittsburgh (NBC)
9/6/2007	Monument Circle/RCA Dome, Indianapolis	NBC, NFLN	John Mellencamp, Faith Hill, Kelly Clarkson, Hinder, Keyshia Cole & Voices of Unity Youth Choir (Anthem)	New Orleans at Indianapolis (NBC)
9/4/2008	Columbus Circle, New York City/Giants Stadium, New Jersey	NFLN, NBC	Natasha Bedingfield, Keith Urban, Usher	Washington at New York Giants (NBC)
9/10/2009	Point State Park/Heinz Field, Pittsburgh	NFLN, NBC	Tim McGraw, The Black Eyed Peas, Harry Connick Jr. (Anthem)	Tennessee at Pittsburgh (NBC)
9/9/2010	Jackson Square (Parade & Concert) /Superdome, New Orleans	NFLN, NBC	Dave Matthews Band, Taylor Swift, Harry Connick Jr., Colbie Caillat (Anthem)	Minnesota at New Orleans (NBC)
9/8/2011	Lambeau Field, Green Bay	NFLN, NBC	Kid Rock, Lady Antebellum, Maroon 5	New Orleans at Green Bay (NBC)
9/5/2012	Rockefeller Center, New York	NFLN, NBC	Mariah Carey, No Doubt	Dallas at New York Giants

	York / MetLife Stadium, New Jersey			(NBC)
9/5/2013	Baltimore Inner Harbor/ Sports Authority Field at Mile High, Denver	NFLN, NBC	Keith Urban, Danielle Bradbery (Anthem)	Baltimore at Denver (NBC)
9/4/2014	CenturyLink Field, Seattle	NFLN, NBC	Pharrell Williams, Soundgarden, Ariana Grande (Anthem)	Green Bay at Seattle (NBC)
9/10/2015	Gillette Stadium, New England	NFLN, NBC	Ellie Goulding, Train	Pittsburgh at New England (NBC)
9/8/2016	Civic Center Park, Denver	NFLN, NBC	Dierks Bentley, OneRepublic, Andra Day (Anthem)	Carolina at Denver (NBC)

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**CONTACTS:**

**NFL:** CATHERINE BOYLE; Catherine.Boyle@NFL.com

**NBC:** DAN MASONSON; Dan.Masonson@nbcuni.com

**ONEREPUBLIC:** CHRISTINE WOLFF; Christine.Wolff@umusic.com

**DIERKS BENTLEY:** TYNE PARRISH; Tyne@thegreenroompr.com

**ANDRA DAY:** PHYLICIA FANT; Phylicia.Fant@wbr.com