



SUPER BOWL LIII MEDIA GUIDE

Visit <http://www.nfl.com/nflcommunications2019> to download the app. Log in with your Super Bowl registered email address and the password you will receive in the days ahead.

The Super Bowl LIII Media Guide is the official interactive mobile app for media covering the Super Bowl.

This mobile app allows you to:

- View event details for all NFL events during Super Bowl week
- View transportation schedules for events throughout the week as well as for gameday
- Receive push notifications for any event or transportation changes

General Information

SUPER BOWL LIII

AFC Champion New England Patriots vs. NFC Champion Los Angeles Rams for the 2018 National Football League Championship and the Vince Lombardi Trophy, 6:30 P.M. ET, Sunday, February 3, 2019 at Mercedes-Benz Stadium.

SUPER BOWL LIII MEDIA CENTER

Georgia World Congress Center (285 Andrew Young International Blvd NW, Atlanta, GA 30303). The Media Center will open at 2:00 P.M. on Sunday, January 27.

WIFI INFORMATION

For Mercedes-Benz Stadium & Georgia World Congress Center
#SBWiFi (no password)

For Team Press Conferences & NFL Honors
#SB53MEDIA
Password: Atlanta.2019

AUDIO FILES

Audio from player media availabilities throughout Super Bowl week, including Opening Night, will be available on www.NFLCommunications.com. There will be no quote sheets provided.

On Sunday, February 3, 2019, quote sheets of Super Bowl postgame interviews will be available to media at Mercedes-Benz Stadium and posted on NFLCommunications.com.

MEDIA HOTELS

Atlanta Marriott Marquis ([265 Peachtree Center Ave NE, Atlanta, GA 30303](#))
Courtyard Atlanta Downtown ([133 Carnegie Way NW, Atlanta, GA 30303](#))
Sheraton Atlanta ([165 Courtland St NE, Atlanta, GA 30303](#))
Renaissance Concourse Atlanta Airport ([One Hartsfield Center Pkwy, Atlanta, GA 30354](#))

ATLANTA SUPER BOWL HOST COMMITTEE (ASBHC)

The Atlanta Super Bowl Host Committee (Host Committee) is the liaison between the National Football League, the City of Atlanta and the local community. Formed in 2017 under the Championship Hosting Division of the Atlanta Sports Council, the Host Committee is responsible for helping to plan, organize and support activities and events that will enhance the Super Bowl LIII experience for the city, state and region. The Host Committee is proud to host Super Bowl LIVE presented by Verizon at Centennial Olympic Park featuring Atlanta music producer Jermaine Dupri and Legacy 53, a multiplatform community outreach program providing lasting impact to Greater Atlanta.

For more information, visit: www.ATLSuperBowl53.com.

POOL REPORTERS

In cooperation with the Professional Football Writers of America, and by appointment of PFWA President Bob Glauber, pool reporters attending the closed practice sessions of the AFC and NFC champions will file a daily report concerning the physical condition of players on each team and general description of the daily work schedule. The pool reporters appointed by the PFWA

are Jenny Vrentas for the AFC and Charean Williams (Wednesday-Friday) and Nicki Jhabvala (Saturday) for the NFC.

SUPER BOWL TEAMS

New England Patriots (Away Team – wearing white jerseys) <http://www.patriots.com/>
Los Angeles Rams (Home Team – wearing blue jerseys) <https://www.therams.com/>

SUPER BOWL TEAM HOTELS

New England Patriots– Hyatt Regency Atlanta ([265 Peachtree St NE, Atlanta, GA 30303](#))
Los Angeles Rams – Marriott Atlanta Buckhead ([3405 Lenox Rd NE, Atlanta, GA 30326](#))

SUPER BOWL TEAM PRACTICE SITES

New England Patriots – Georgia Tech University ([North Ave NW, Atlanta, GA 30332](#))
Los Angeles Rams – Atlanta Falcons' Practice Facility ([4400 Falcon Parkway, Flowery Branch, GA 30542](#))

NFL TECH

For any technology needs, please visit www.nfltech.com and complete the Super Bowl LIII order form.

FREQUENCY COORDINATION

Please be aware that as a matter of League policy you must Frequency Coordinate the use of all wireless devices (wireless microphones, IFB, 2-way radios, microwave, etc., exclusive of cell phones and pagers) prior to an NFL event. This includes wireless devices at Super Bowl LIII, Opening Night, the Media Center and Super Bowl Live. Frequency coordination requests can be submitted by emailing SB53Frequency@nfl.com. You will receive acknowledgement confirming your request by return email.

Please Note: *The system operates best using FireFox or Chrome browsers and has had problems using any version of Internet Explorer earlier than version 10.*

It is especially important that all Media comply with this coordination requirement immediately as both the Super Bowl and Opening Night are in extremely high use RF environments and the timing for frequency clearance is short. Any wireless device that is not coordinated per League policy above may create radio interference during the events and is subject to being shut down.

Broadcast Information

NFL NETWORK

NFL Network offers complete and wide-ranging coverage of Super Bowl LIII week in Atlanta. On Super Bowl Sunday, NFL Network provides more than 11 hours of live pregame and postgame coverage, starting at 9:00 AM ET with a special 8.5-hour edition of *NFL GameDay Morning* from Mercedes-Benz Stadium. Following the game, *NFL GameDay Prime* provides postgame analysis and live interviews with members of the new Super Bowl champions. In the days leading up to the game, Super Bowl Live features the latest breaking news from Atlanta, along with analysis, interviews and practice reports. On Monday, January 28 at 7:00 PM ET, *Super Bowl Opening Night* provides live coverage of Media Night. Each evening, *NFL Total Access* at 7:00 PM ET and *Super Bowl Prime* at 9:00 PM ET recap all of the news, providing analysis of the upcoming matchup and interviews with NFL guests. NFL Network will also televise various press conferences throughout the week, including that of NFL Commissioner Roger Goodell. NFL Network offers the players' perspective leading up to the big game with one-hour editions of *NFL Players Only* Wednesday-Friday at 8:00 PM ET. NFL Network's team of on-air personalities at Super Bowl LIII are some of the most recognizable names in NFL history and sports television. Contact: Alex Riethmiller (Alex.Riethmiller@nfl.com, 310-840-4681).

NFL Digital Media Coverage of Super Bowl LIII Includes:

Super Bowl Today, Presented by U.S. Army National Guard – The *Around the NFL* crew of **Gregg Rosenthal, Dan Hanzus, Marc Sessler** and **Chris Wesseling** bring viewers the latest news and interviews with notable names from sports and entertainment on hand at the Super Bowl Media Center in Atlanta **Wednesday, January 30 – Friday, February 1 from 12 Noon – 1:00 PM ET**, streaming on NFL.com and the NFL app

The Checkdown Live on @NFL Twitter Presented by Applebee's – *The Checkdown* will be live on the ground in Atlanta during Super Bowl week with hosts **Megan Gailey** and **James Jones** bringing viewers the latest topics and trends swirling on social media, **Friday, February 1 from 4:00 – 5:00 PM ET** from the Super Bowl Media Center

NFL Film Sessions – **Brian Baldinger** and **Ron Jaworski** break down film with NFL coaches and players in 30-minute episodes filmed from the Super Bowl Media Center in Atlanta **Wednesday, January 30 – Friday, February 1**. Each episode will be available for viewing on NFL Game Pass, NFL.com, the NFL app and the NFL's YouTube channel

NFL Honors Red Carpet Show, Presented by Nationwide – On the eve of Super Bowl LIII, **Jane Slater** is live from the red carpet of the 8th annual NFL Honors, providing interviews with the players and celebrities on hand to celebrate the NFL's biggest stars of the 2018 season. The *NFL Honors Red Carpet Show, Presented by Nationwide* will stream live **Saturday, February 2 from 3:30 – 4:40 PM ET** on NFL.com and the NFL app

Around the NFL Postgame Show, Presented by Ticketmaster – The *Around the NFL* crew of **Gregg Rosenthal, Dan Hanzus, Marc Sessler** and **Chris Wesseling** host the postgame edition from Mercedes-Benz Stadium following Super Bowl LIII, which will be available for viewing on NFL.com and the NFL app **Monday, February 4**

NFL Media Podcasts – NFL Media’s lineup of podcasts provide further analysis and insight on all things surrounding Super Bowl LIII throughout the week. Editions of *Around the NFL* with **Dan Hanzus, Gregg Rosenthal, Chris Wesseling** and **Marc Sessler**, *The Dave Dameshek Football Program* with **Dave Dameshek, Maurice Jones-Drew, Cynthia Frelund, Colleen Wolfe, Matt “Money” Smith** and more, *Game Theory and Money* with **Cynthia Frelund** and **Matt “Money” Smith**, and *RapSheet and Friends* with **Ian Rapoport, Mike Garofolo** and **Tom Pelissero** are on-location, providing the latest from Atlanta. All of NFL Media’s podcasts are available at [NFL.com/Podcasts](https://www.nfl.com/podcasts)

SUPER BOWL LIII - FAN MOBILE PASS APP

Super Bowl LIII - Fan Mobile Pass app is your exclusive access to all the exciting NFL Super Bowl LIII events taking place in Atlanta, GA. Download the app prior to attending any NFL Super Bowl LIII event by visiting [NFL.com/SBApp](https://www.nfl.com/SBApp) or the app store. Available on iOS and Android smartphones.

- **NFL Fan Mobile Pass:** After registering, fans will receive a QR code allowing them to check in to activities, collect badges, photos and videos. By collecting badges, fans will have a chance to win prizes.
- **Map & Schedule:** Fans can explore interactive maps and look through the schedule to find out everything that is happening.
- **Attractions & Events:** Fans can explore the many attractions and activities at NFL Super Bowl LIII events such as Super Bowl Experience Driven by Hyundai, Super Bowl LIVE presented by Verizon, GameDay Fan Plaza. including details about the Vince Lombardi Trophy, Autograph Signings, NFL SHOP and more!
- **Virtual Assistant:** This year we’re introducing Vince, a virtual assistant at your service 24/7, ready to answer any questions you may have regarding anything related to the big game and Super Bowl events!
- **Location-based Alerts:** Fans can stay up-to-date with real-time alerts of NFL events.

CBS

The CBS Television Network marks its 20th Super Bowl broadcast overall – most of any network – with extensive coverage culminating with CBS Sports’ broadcast of Super Bowl LIII on Sunday, February 3 (6:30 PM, ET kickoff) from Mercedes-Benz Stadium in Atlanta, Ga.

THE NFL ON CBS’ lead announce team of **Jim Nantz** and **Tony Romo** will call their first Super Bowl together. It will be Nantz’s fifth-time calling play-by-play for the Super Bowl and seventh overall for the Network. Romo will provide analysis for his first Super Bowl.

Veteran CBS Sports producer **Jim Rikhoff** will be the lead Super Bowl producer for the first time while **Mike Arnold** will serve as the lead director for his fifth Super Bowl and work his 12th overall.

Reporters **Tracy Wolfson** and **Evan Washburn**, each working their second Super Bowl, will provide news, observations and insight from the sidelines. After serving as the head referee last

year for Super Bowl LII, CBS Sports' NFL Rules Analyst **Gene Steratore** will be in the booth alongside Nantz and Romo for his first Super Bowl; and **Jay Feely**, from the field, will serve as a Game Contributor for his second time.

Sean McManus is Chairman, CBS Sports and Executive Producer for the Network's coverage of the NFL and Super Bowl LIII. **David Berson** is President, CBS Sports. **Harold Bryant** is Executive Producer and Senior Vice President, Production, CBS Sports.

CBS, in its 59th year of covering the NFL, travels to Atlanta in full force including the Network's pregame show, THE SUPER BOWL TODAY, originating live from a set in Game Day Fan Plaza and two inside Mercedes-Benz Stadium. **James Brown, Boomer Esiason, Bill Cowher, Phil Simms** and **Nate Burleson**, along with **Ian Eagle**, will host the Network's pregame show previewing all the football and excitement leading up to Super Bowl LIII. NFL Insider **Jason La Canfora**, reporters Wolfson, Washburn and **Jamie Erdahl**, NFL Rules Analyst Steratore and Contributor **Jim Rome** also will cover the pregame activities. **Amanda Balionis** will serve as the CBS Sports' Social Media Correspondent. THE SUPER BOWL TODAY will be produced by **Drew Kaliski** and directed by **Bob Matina**.

For the first time, CBS' Super Bowl Sunday coverage will kick off with THAT OTHER PREGAME SHOW (TOPS), featuring CBS Sports Network's **Amy Trask, London Fletcher, Brandon Tierney** and **Adam Schein**, beginning at 11:30 AM, ET.

CBS also will provide extensive, week-long, around-the-clock coverage of the event across its various divisions and platforms, including CBS Sports, CBS Entertainment, CBS News, CBS Sports Network, SHOWTIME Sports, CBS Sports Digital, CBS Sports HQ, CBSN, CBS Television Distribution and CBS Television Stations.

CBS Sports Network, the 24-hour home of CBS Sports, hits Atlanta with over 75 hours of Super Bowl programming throughout the week originating from the Super Bowl Experience and Radio Row, as well as extended post-game coverage. SUPER BOWL LIVE returns to CBS Sports Network this year, along with WE NEED TO TALK, NFL MONDAY QB, THAT OTHER PREGAME SHOW (TOPS), TIME TO SCHEIN, BOOMER AND GIO, TIKI AND TIERNEY and THE JIM ROME SHOW. On Sunday when CBS signs off its broadcast of Super Bowl LIII, SUPER BOWL TODAY: POST GAME LIVE continues on CBS Sports Network with THE SUPER BOWL TODAY team from Mercedes-Benz Stadium.

CBS Sports will stream Super Bowl LIII across more platforms than ever, delivering unprecedented access to the game coverage. CBS Sports' streaming coverage of the game will be available un-authenticated online at CBSSports.com and on the CBS Sports app for connected TV devices, tablets, and now mobile phones as part of an expanded agreement with the NFL announced last year. CBS Sports' broadcast coverage of Super Bowl LIII will also be available to stream live via the CBS All Access subscription service for the first time.

CBS Sports HQ, the 24/7 streaming sports news network available for free across digital platforms, will deliver more than 30 hours of live, original programming from Atlanta. Along with several live daily shows from Radio Row beginning January 28, CBS Sports HQ will deliver additional on-site reports throughout each day, and on gameday will stream 10 hours of original pre-game coverage, plus post-game analysis and highlights.

The CBS Sports Communications team will be on-site in Atlanta to assist the media.

Contacts: Jen Sabatelle (jsabatelle@cbs.com), Randall Liu (randall.liu@cbs.com),
Jerry Caraccioli (gwcaraccioli@cbs.com), Robin Brendle (rlbrendle@cbs.com)
Harrison Raboy (harrison.raboy@cbs.com), Walt Scher (walt.scher@cbs.com)

ESPN DEPORTES TO TELEVISION SUPER BOWL LIII IN SPANISH IN THE U.S.

ESPN Deportes will broadcast Super Bowl LIII in Spanish on Sunday, February 3, 2019 at 6 p.m. ET, live from Mercedes-Benz Stadium in Atlanta, GA. This is the second Super Bowl telecast for ESPN Deportes. In 2016, [ESPN Deportes televised Super Bowl 50](#) – the first Super Bowl to air on an ESPN network in the United States. The network also presents weekly *Monday Night Football* games in Spanish throughout the NFL regular season, a Wild Card Playoff game, and studio shows *NFL Live* and *NFL Esta Noche*. ESPN Deportes' *Monday Night Football* commentator team of [Álvaro Martín](#) (play-by-play), former NFL kicker and Super Bowl champion [Raul Allegre](#) (analyst), and sideline reporter [John Sutcliffe](#) will call the game from Mercedes-Benz Stadium. To complement the live Super Bowl telecast, ESPN Deportes will present coverage throughout the week from Atlanta. In addition, the game will also be available via streaming on the ESPN App.

ESPN DEPORTES RADIO TO BROADCAST SUPER BOWL LIII IN SPANISH

ESPN Deportes Radio, the around-the-clock Spanish-language sports radio network, will broadcast the Super Bowl live. Coverage of Super Bowl LIII will be broadcast live on ESPN Deportes Radio from the Mercedes-Benz Stadium in Atlanta, GA by Kenneth Garay (play-by-play) and Sebastian Martínez Christensen (commentator).

For information on ESPN Deportes, contact: Santa Brito
Santa.brito@espn.com, 646-547-5602

WESTWOOD ONE

For the 32nd consecutive year and 46th time overall, Westwood One will serve as the exclusive network radio home of the Super Bowl. Beginning at 5 pm ET, Kevin Harlan and Super Bowl XXXIV MVP and Hall of Fame quarterback Kurt Warner will call the action to millions of listeners tuned in across 700 radio stations nationwide, in 175 countries, and nearly 250 ships at sea via the American Forces Radio Network. Fans also can hear the broadcast on SiriusXM, via the TuneIn Radio app, and on NFL Game Pass.

This is Warner's first Super Bowl broadcast and Harlan's ninth. Super Bowl XXXI winning coach Mike Holmgren will also contribute throughout the game broadcast--his fourth with Westwood One, while former All-Pro offensive lineman Tony Boselli and Hall of Fame reporter Ed Werder will patrol the sidelines for the network. Emmy Award-winning sportscaster Jim Gray hosts the pregame and halftime shows, along with five-time Super Bowl champion Tom Brady and Larry Fitzgerald. Scott Graham, Coach Holmgren and Hall of Fame defensive back Rod Woodson kick off Westwood One's live coverage from Mercedes-Benz Stadium with Super Sunday at 4 pm ET. The network's pregame coverage launches at 2 pm ET with Super Bowl Preview and Super Bowl Insider. Westwood One will also produce "Seven Days to Sunday—The Road to Super Bowl LIII." This hour-long preview show will air each night during the week leading up to Super Sunday.

Westwood One is the nation's leader in play-by-play radio sports; its other exclusive sports programming includes the NCAA Men's Basketball Tournament and Final Four, the Olympics, the NHL and The Masters.

Howard Deneroff is the Executive Producer of Westwood One Sports. Larry Costigan and Mike Eaby are coordinating producers.

Contact: Howard Deneroff (hdeneroff@westwoodone.com, 646-554-3687)

SIRIUSXM

SiriusXM will carry Super Bowl LIII on multiple channels, providing both teams' official radio broadcasts, the national radio broadcast and multiple foreign language broadcasts to listeners nationwide on SiriusXM radios, as well as on the SiriusXM app for authenticated subscribers with the SiriusXM All-Access package.

The SiriusXM NFL Radio channel will broadcast live from Atlanta all week with hosts **Gil Brandt, Tim Brown, David Diehl, Bruce Gradkowski, Torry Holt, Pat Kirwan, Ed McCaffrey, Jim Miller, Kirk Morrison, Brady Quinn, Ross Tucker, Charlie Weis, Bob Papa, Alex Marvez and Bruce Murray**. Listeners will also get live coverage of special Super Bowl Week events including Opening Night, the announcement of the Pro Football Hall of Fame Class of 2019, interviews from the red carpet before the annual NFL Honors event, as well as live postgame coverage from the stadium after the Super Bowl.

Several of SiriusXM's other sports, talk and entertainment channels will also broadcast from Atlanta, offering a wide variety of special programming from the worlds of sports and entertainment. These include shows hosted by **Jenny McCarthy, DJ Whoo Kid, Joel and Victoria Osteen and Kevin Harvick, SiriusXM's Mad Dog Sports Radio, Fantasy Sports Radio and Business Radio** channels, and more.

SiriusXM will also present a special week-long pop-up channel - **Super Bowl LIII Radio** - which will curate and present the best programming happening across SiriusXM's channels on Radio Row during Super Bowl Week with live "listen-ins." Throughout the week, Super Bowl LIII Radio will feature broadcasts of classic Super Bowls and live coverage of NFL press conferences, and will be a valuable source for fans seeking info on the NFL activities happening in Atlanta, including Super Bowl Experience, and game day specifics on transportation, parking, stadium security and more.

INTERNATIONAL TELEVISION

Super Bowl LIII will be televised live in more than 180 countries and territories. Countries broadcasting the game with on-site crews include: Australia, Brazil, Canada, China, Denmark, Germany, Hungary, Japan, Mexico, Sweden, and the United Kingdom. NFL Films handles the World Feed of Super Bowl LIII. Contact: Jeff Lombardi (Jeff.Lombardi@NFL.com, 856-222-2864)

THE LANGUAGES OF SUPER BOWL LIII

Super Bowl LIII will be broadcast live in nearly 25 languages, including ten different languages from Mercedes Benz Stadium: Mandarin Chinese, Canadian French, Danish, English, German,

Hungarian, Japanese, Portuguese, Spanish, and Swedish.

SUPER BOWL LIII CYBERCAST AVAILABLE IN NINE LANGUAGES

NFL fans who speak Mandarin Chinese, Canadian French, Danish, German, Hungarian, Japanese, Portuguese, Spanish and Swedish will be able to hear live coverage of Super Bowl LIII on SuperBowl.com, the NFL's official website, on SiriusXM Radio, and on TuneIn. Audio coverage from NHK (Japanese), ProSieben (German), Tencent (Mandarin Chinese), AMC (Hungarian), ESPN (Portuguese), TV3 Sport (Danish), MTG Sport (Swedish), RDS (Canadian French) and Televisa (Spanish) will be featured.

Transportation Schedule

TRANSPORTATION SCHEDULE

SUNDAY, JANUARY 27 to MONDAY, FEBRUARY 4

Event: MEDIA HOTEL SHUTTLE TO SUPER BOWL LIII MEDIA CENTER

Dates:

Sunday, January 27: 1:00PM to 6:00PM

Monday, January 28: 6:00AM to 11:00PM (in support of Opening Night)

Tuesday, January 29: 6:00AM to 11:00PM (in support of Media Party)

Wednesday, January 30: 6:00AM to 6:00PM

Thursday, January 31: 6:00AM to 6:00PM

Friday, February 1: 6:00AM to 6:00PM

Saturday, February 2: 6:00AM to 6:00PM

Sunday, February 3: No Media Intra Hotel Shuttle - (See Gameday Schedule Below)

Monday, February 4: 7:00AM to 2:00PM

Departure Locations

Downtown Route:

Route #1:

Stop #1: Marriott Marquis: 265 Peachtree Center Ave NE, Atlanta, GA 30303

Stop #2: Sheraton Atlanta: 165 Courtland St NE, Atlanta, GA 30303

Stop #3: Courtyard Downtown: 133 Carnegie Way NW, Atlanta, GA 30303

There will be a designated load zone at each hotel.

Marriott Marquis: 265 Peachtree Center Ave NE, Atlanta, GA 30303

Pick-up from the Marriott Marquis on the hour and the half hour.

Sheraton Atlanta: 165 Courtland St NE, Atlanta, GA 30303

Pick-up from the Sheraton Atlanta every hour at 10 minutes and 40 minutes past the hour.

Courtyard Downtown: 133 Carnegie Way NW, Atlanta, GA 30303

Pick-up from the Courtyard Downtown every hour at 20 minutes and 50 minutes past the hour.

Drop-off and Pick-up at the Super Bowl LIII Media Center (GWCC Building A) Load/Unload Zone (corner of Centennial Olympic Park Drive and State Farm Drive) on the hour and the half hour.

Airport Route:

Stop #1: Atlanta Airport Marriott: 4711 Best Rd, Atlanta, GA 30337

Stop #2: Atlanta Airport Marriott Gateway: 2020 Convention Center Concourse, Atlanta, GA 30337

Stop #3: Renaissance Concourse Atlanta Airport: One, Hartsfield Center Pkwy, Atlanta, GA 30354

Buses depart from the Renaissance Concourse for the Media Center every hour at 20 minutes past the hour.

Stop #1: Atlanta Airport Marriott Schedule

Pick-up from the Atlanta Airport Marriott hotel on the hour every hour.

Stop #2: Atlanta Airport Marriott Gateway Schedule

Pick-up from the Marriott Gateway every hour at 10 minutes past the hour.

Stop #3: Renaissance Concourse Atlanta Airport Schedule

Pick-up from the Renaissance Concourse Atlanta Airport every hour at 20 minutes past the hour.

Drop-off and Pick-up at the Super Bowl LIII Media Center (GWCC Building A) Load/Unload Zone (corner of Centennial Olympic Park Drive and State Farm Drive) every hour on the hour.

Destination: The shuttles will drop off at the Super Bowl LIII Media Center (GWCC Building A). Buses unload and load on Centennial Olympic Park Dr & State Farm Dr - Shuttle Load Zone.

Details: Shuttle provided between Media hotels (listed above) and the Super Bowl LIII Media Center will be provided during the times listed above.

MONDAY, JANUARY 28

Event: SUPER BOWL OPENING NIGHT FUELED BY GATORADE

Date: Monday, January 28

Destination: State Farm Arena (1 State Farm Dr, Atlanta, GA 30303)

Departure Location: Shuttles are post event only. Buses load at the corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial Olympic Park Dr.

Details: Media can take Media Intra Hotel shuttle to Media Center and from there walk to State Farm Arena. Buses will shuttle Media back to the hotels from Opening Night. The NFC Champion Los Angeles Rams Photo and Interview Day will begin at 7:10PM. The AFC Champion New England Patriots Photo and Interview Day will begin at 9:00PM. Departures at 8:00PM, 9:00PM, 10:00PM and 11:00PM. Please refer to the Media Hotel Shuttle Schedule for routes. Shuttles will load on Centennial Olympic Park Drive in front of State Farm Arena.

TUESDAY, JANUARY 29

Event: LOS ANGELES RAMS TEAM MEDIA AVAILABILITY BUS SERVICE

Date: Tuesday, January 29

Departure Time: 10:15AM

Departure Location: Super Bowl LIII Media Center (Georgia World Congress Center Building A) Buses load at the corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial Olympic Park Dr.

Destination: JW Marriott Buckhead (3300 Lenox Rd NE, Atlanta, GA 30326)

Details: Buses depart at 10:15AM from the Media Center for the NFC Champion Los Angeles Rams media availability with head coach Sean McVay and 10 players, including quarterback Jared Goff. The session begins at 11:00AM.

TUESDAY, JANUARY 29

Event: NEW ENGLAND PATRIOTS TEAM MEDIA AVAILABILITY BUS SERVICE

Date: Tuesday, January 29

Departure Time: 11:45AM

Departure Location: Super Bowl LIII Media Center (Georgia World Congress Center Building A) Buses load at the corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial

Olympic Park Dr.

Destination: Hyatt Regency Atlanta (265 Peachtree St NE, Atlanta, GA 30303)

Details: Buses depart at 11:45AM from the Media Center for the AFC Champion New England Patriots media availability with head coach Bill Belichick and 10 players, including quarterback Tom Brady. The session begins at 12:40PM.

TUESDAY, JANUARY 29

Event: ATLANTA SUPER BOWL HOST COMMITTEE MEDIA PARTY BUS SERVICE

Date: Tuesday, January 29 (7:00PM to 11:00PM)

Departure Time: 6:30PM, 7:00PM & 7:30PM

Departure Location: Route #1 (Marriott Marquis, Sheraton Atlanta, and Courtyard Downtown), Route #2 (Renaissance Concourse, Atlanta Airport Marriott, and Atlanta Airport Marriott Gateway)

Destination: Georgia Aquarium (225 Baker St NW, Atlanta, GA 30313)

Details: Departures from the media party will return to all Media Hotels. Please refer to the Media Hotel Shuttle Schedule for routes. Shuttles will depart at 8:00PM, 9:00PM, 10:00PM and 11:00PM

WEDNESDAY, JANUARY 30

Event: LOS ANGELES RAMS TEAM MEDIA AVAILABILITY BUS SERVICE

Date: Wednesday, January 30

Departure Time: 9:00AM

Departure Location: Super Bowl LIII Media Center (Georgia World Congress Center Building A) Buses load at the corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial Olympic Park Dr.

Destination: JW Marriott Buckhead (3300 Lenox Rd NE, Atlanta, GA 30326)

Details: Buses depart at 9:00AM from the Media Center for the NFC Champion Los Angeles Rams media availability with head coach Sean McVay, assistant coaches and players. The session begins at 9:45AM.

WEDNESDAY, JANUARY 30

Event: NEW ENGLAND PATRIOTS TEAM MEDIA AVAILABILITY BUS SERVICE

Date: Wednesday, January 30

Departure Time: 3:15PM

Departure Location: Super Bowl LIII Media Center (Georgia World Congress Center Building A) Buses load at the corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial Olympic Park Dr.

Destination: Hyatt Regency Atlanta (265 Peachtree St NE, Atlanta, GA 30303)

Details: Buses depart at 3:15PM from the Media Center for the AFC Champion New England Patriots media availability with head coach Bill Belichick, assistant coaches and players. The session begins at 4:00PM.

THURSDAY, JANUARY 31

Event: SUPER BOWL LEGACY GRANT PRESS CONFERENCE

Date: Thursday, January 31 (10:00AM - 11:00AM)

Departure Time: 9:00AM

Departure Location: Super Bowl LIII Media Center (Georgia World Congress Center Building A) Buses load at the corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial

Olympic Park Dr.

Destination: John F. Kennedy Park (J F Kennedy Park Atlanta, GA 30314, located at corner of James P Brawley & Orr)

Details: Buses depart from the media center at 9:00AM and return to the Media Center immediately after the event.

THURSDAY, JANUARY 31

Event: LOS ANGELES RAMS TEAM MEDIA AVAILABILITY BUS SERVICE

Date: Thursday, January 31

Departure Time: 9:00AM

Departure Location: Super Bowl LIII Media Center (Georgia World Congress Center Building A) Buses load at the corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial Olympic Park Dr.

Destination: JW Marriott Buckhead (3300 Lenox Rd NE, Atlanta, GA 30326)

Details: Buses depart at 9:00AM from the Media Center for the NFC Champion Los Angeles Rams media availability with head coach Sean McVay, assistant coaches and players. The session begins at 9:45AM.

THURSDAY, JANUARY 31

Event: NEW ENGLAND PATRIOTS TEAM MEDIA AVAILABILITY BUS SERVICE

Date: Thursday, January 31

Departure Time: 3:15PM

Departure Location: Super Bowl LIII Media Center (Georgia World Congress Center Building A) Buses load at the corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial Olympic Park Dr.

Destination: Hyatt Regency Atlanta (265 Peachtree St NE, Atlanta, GA 30303)

Details: Buses depart at 3:15PM from the Media Center for the AFC Champion New England Patriots media availability with head coach Bill Belichick, assistant coaches and players. The session begins at 4:00PM.

SATURDAY, FEBRUARY 2

Event: 1ST AND FUTURE

Date: Saturday, February 2 (9:00AM – 11:45AM)

Departure Time: 8:30AM and 10:45AM

Departure Location: Super Bowl LIII Media Center (Georgia World Congress Center Building A) Buses load at the corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial Olympic Park Dr.

Destination: Ferst Center For The Arts (349 Ferst Dr NW, Atlanta, GA 30332)

Details: Buses depart from the media center at 8:30AM and 10:45AM. There will be a press conference following the event at 12:00PM. Buses will depart for the media center at 1:00PM following the press conference.

SATURDAY, FEBRUARY 2

Event: NFL HONORS

Date: Saturday, February 2 (2:30PM - 7:00PM, Media Check in Opens 12:30PM)

Departure Time: 12:00PM

Departure Location: Super Bowl LIII Media Center (GWCC Building A) Load/Unload Zone (corner of Centennial Olympic Park Dr and State Farm Dr, on Centennial Olympic Park Dr)

Destination: The Fox Theatre: 660 W Peachtree St NW, Atlanta, GA 30308

Details: Departures at 12:00PM, 1:00PM, 2:00PM, 4:00PM and 4:30PM.

Returns will be at 7:30PM, 8:30PM, 9:30PM from The Fox Theatre to all media hotels. Please refer to the Media Hotel Shuttle Schedule for routes.

SUNDAY, FEBRUARY 3

Event: GAMEDAY BUS SERVICE TO MERCEDES-BENZ STADIUM

Date: Sunday, February 3 (Media Entrance opens at 2:00PM)

Departure Time: 1:30 PM, 2:30PM, 3:30PM, 4:30PM, 5:30PM, 6:00PM

Route#1:

Courtyard Downtown: 1:30 PM, 2:30PM, 3:30PM, 4:30PM, 5:30PM, 6:00PM

Sheraton Atlanta: 1:30 PM, 2:30PM, 3:30PM, 4:30PM, 5:30PM, 6:00PM

Marriott Marquis: 1:30 PM, 2:30PM, 3:30PM, 4:30PM, 5:30PM, 6:00PM

Route#2:

Atlanta Airport Marriott: 1:15PM, 2:00PM, 3:00PM, 4:00PM, 5:00PM, 5:30PM

Atlanta Marriott Gateway: 1:15PM, 2:10PM, 3:10PM, 4:10PM, 5:10PM, 5:40PM

Renaissance Concourse: 1:30 PM, 2:20PM, 3:20PM, 4:20PM, 5:20PM, 5:50PM

Departure Location: Media Hotels (Route#1 & Route#2)

Destination: Mercedes-Benz Stadium (Media Entrance at Entry M Northside Drive & Rhodes Street)

Details: Media buses will drop on Northside Drive & Magnolia Street. Credentialed Media Entrance is located at Entry M (Northside Drive & Rhodes Street). Shuttles will leave each hotel and go directly to the stadium.

NOTE: All media must have a Media Credential for the Super Bowl LIII Media Buses

SUNDAY, FEBRUARY 3

Event: POSTGAME BUS SERVICE FROM MERCEDES-BENZ STADIUM

Date: Sunday, February 3

Departure Time: Postgame every hour on the hour until the closing of media workroom.

Departure Location: Mercedes-Benz Stadium (Media Entrance)

Destination: Departures from the game back will return to all Media Hotels. Please refer to the Media Hotel Shuttle Schedule for routes. Media Shuttle Load Zone will be on Northside Drive.

Details: Media buses will load on Northside Drive. Credentialed Media Entrance is located at Northside Dr & Rhodes St.

Events Schedule

SATURDAY, JANUARY 26

Event Name: 2019 SUPER BOWL EXPERIENCE DRIVEN BY HYUNDAI

Location: Georgia World Congress Center

Date: Saturday, January 26

Start Time: 10 A.M.

End Time (if applicable): 10 P.M.

Event Description: Super Bowl Experience– pro football’s interactive theme park –offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Contact Name: Crystal Reiter

Contact Email: CrystalR@bzapr.com

Contact Phone Number: 310-709-8690

SUNDAY, JANUARY 27

Event Name: 2019 SUPER BOWL EXPERIENCE DRIVEN BY HYUNDAI

Location: Georgia World Congress Center

Date: Sunday, January 27

Start Time: 10 A.M.

End Time (if applicable): 8 P.M.

Event Description: Super Bowl Experience– pro football’s interactive theme park –offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Contact Name: Crystal Reiter

Contact Email: CrystalR@bzapr.com

Contact Phone Number: 310-709-8690

Event Name: SUPER BOWL LIVE PRESENTED BY VERIZON

Location: Centennial Olympic Park

Date: Sunday, January 27

Start Time: 12:00 PM

End Time: 7:00 PM

Event Description: Super Bowl LIVE presented by Verizon is 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.

Contact Name: Erin Shearer (Atlanta Host Committee)

Contact Email: Erin.Shearer@atlchampgame.com

Contact Phone Number: 404-723-0016

Event Name: AFC CHAMPION NEW ENGLAND PATRIOTS ARRIVAL

Location: Hartsfield-Jackson Atlanta International Airport (ATL), Delta Air Lines Main Technical Operations Center (Tech Ops), Hangar 10, 1775 M.H. Jackson Service Road, Atlanta, Georgia 30354

Date: Sunday, January 27

Start Time: Approximately 4:25 PM ET

Event Description: The AFC Champion New England Patriots will be arriving at Hartsfield-Jackson Atlanta International Airport (ATL) via charter plane. This is a special media event, which will be limited to photography only. Media will be pre-vetted for security, screened onsite, and shuttled to the hangar, where the photo op will take place. For security screening at the airport, a valid government photo ID is required.

REGISTRATION MUST BE SUBMITTED NO LATER THAN 4 P.M., FRIDAY, JANUARY 25, 2019. All CREWS WILL BE PRE-VETTED BY ATL'S SECURITY TEAM.

All media personnel must remain in the photo area. No interviews will be available at the airport.

ATL Contact Names: Elise Dursham, Andrew Gobell

ATL Contact Emails: Elise.Durham@atl.com, Andy.Gobell@atl.com

ATL Contact Phones: 678-920-0085, 404-227-2884

NFL Contact Names: Zak Gilbert, Jose Hernandez

NFL Contact Emails: Zak.Gilbert@nfl.com, sbairportops@gmail.com

NFL Contact Phones: 646-876-6167, 619-890-0389

Event Name: NFC CHAMPION LOS ANGELES RAMS ARRIVAL

Location: Hartsfield-Jackson Atlanta International Airport (ATL), Delta Air Lines Main Technical Operations Center (Tech Ops), Hangar 10, 1775 M.H. Jackson Service Road, Atlanta, Georgia 30354

Date: Sunday, January 27

Start Time: Approximately 7:40 PM ET

Event Description: The NFC Champion Los Angeles Rams will be arriving at Hartsfield-Jackson Atlanta International Airport (ATL) via charter plane. This is a special media event, which will be limited to photography only. Media will be pre-vetted for security, screened onsite, and shuttled to the hangar, where the photo op will take place. For security screening at the airport, a valid government photo ID is required.

REGISTRATION MUST BE SUBMITTED NO LATER THAN 4 P.M., FRIDAY, JANUARY 25, 2019. All CREWS WILL BE PRE-VETTED BY ATL'S SECURITY TEAM.

All media personnel must remain in the photo area. No interviews will be available at the airport.

ATL Contact Names: Elise Dursham, Andrew Gobell

ATL Contact Emails: Elise.Durham@atl.com, Andy.Gobell@atl.com

ATL Contact Phones: 678-920-0085, 404-227-2884

NFL Contact Names: Zak Gilbert, Jose Hernandez

NFL Contact Emails: Zak.Gilbert@nfl.com, sbairportops@gmail.com

NFL Contact Phones: 646-876-6167, 619-890-0389

MONDAY, JANUARY 28

Event Name: NFL PLAY 60 CHARACTER CAMP

Location: Georgia World Congress Center

Date: Monday, January 28

Start Time: 9 A.M.

Event Description: 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**.

Contact Name: Dana Gordon

Contact Email: danag@bzapr.com

Contact Phone Number: 856-397-2917

Event Name: 2019 SUPER BOWL EXPERIENCE DRIVEN BY HYUNDAI

Location: Georgia World Congress Center

Date: Monday, January 28

Start Time: 10 A.M.

End Time (if applicable): 8 P.M.

Event Description: Super Bowl Experience— pro football's interactive theme park —offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Contact Name: Crystal Reiter

Contact Email: CrystalR@bzapr.com

Contact Phone Number: 310-709-8690

Event Name: ATLANTA HOST COMMITTEE PRESS CONFERENCE

Location: Super Bowl LIII MEDIA CENTER (Medium Press Conference Room A313-A314)

Date: Monday, January 28

Start Time: 11:15 A.M.

Event Description: The Atlanta Super Bowl Host Committee will host a 'Welcome to Super Bowl LIII' news conference to celebrate opening week of Super Bowl LIII in the region.

Contact Name: Erin Shearer (Atlanta Host Committee)

Contact Email: Erin.Shearer@atlchampgame.com

Contact Phone Number: 404-723-0016

Event Name: SALUTE TO SERVICE MILITARY APPRECIATION DAY

Location: Super Bowl Experience Driven by Hyundai

Date: Monday, January 28

Start Time: 3 P.M.

Event Description: 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. 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.

Contact Name: Liz McCollum
Contact Email: elizabethm@bzapr.com
Contact Phone Number: 813-421-0550

Event Name: SUPER BOWL LIII BUSINESS CONNECT CELEBRATION

Location: King Plow Arts Center (887 West Marietta St.)

Date: Monday, January 28

Start Time: 5:30 P.M.

Event Description: The Super Bowl LIII Business Connect Celebration event is a 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. 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.

Contact Name: B.J. Waymer

Contact Email: bj.waymer@nfl.com

Contact Phone Number: (704) 614-6352

Event Name: SUPER BOWL OPENING NIGHT FUELED BY GATORADE – LOS ANGELES RAMS

Location: State Farm Arena (1 State Farm Dr, Atlanta, GA 30303)

Date: Monday, January 28

Start Time: 7:10 P.M.

End Time: 8:10 P.M.

Event Description: Los Angeles Rams photo and interview session with all players and coaches.

Event Name: SUPER BOWL OPENING NIGHT FUELED BY GATORADE – NEW ENGLAND PATRIOTS

Location: State Farm Arena (1 State Farm Dr, Atlanta, GA 30303)

Date: Monday, January 28

Start Time: 9:00 PM

End Time: 10:00 PM

Event Description: New England Patriots photo and interview session with all players and coaches.

TUESDAY, JANUARY 29

Event Name: INSIDEOUT COACHING CHARACTER

Location: The Gathering Spot (384 Northyards Blvd., NW, Building 100)

Date: Tuesday, January 29

Start Time: 10 A.M.

Event Description: The NFL Foundation and Atlanta Super Bowl Host Committee Legacy Fund will host two InSideOut Coaching Character events. High school athletic directors and head

football coaches throughout the state of Georgia will attend the first event, while youth football coaches and association leaders from Georgia will participate in the second training event. 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.

Contact Name: Alexia Gallagher

Contact Email: Alexia.Gallagher@NFL.com

Event Name: MEDIA AVAILABILITY – LOS ANGELES RAMS

Location: Atlanta Marriott Buckhead Hotel

Date: Tuesday, January 29

Start Time: 11:00 A.M.

End Time: 11:50 A.M.

Event Description: Media availability with head coach Sean McVay and 10 players, including quarterback Jared Goff, at the Atlanta Marriott Buckhead Hotel.

Event Name: MEDIA AVAILABILITY – NEW ENGLAND PATRIOTS

Location: Hyatt Regency Atlanta

Date: Tuesday, January 29

Start Time: 12:40 P.M.

End Time: 1:30 P.M.

Event Description: Media availability with head coach Bill Belichick and 10 players, including quarterback Tom Brady, at the Hyatt Regency Atlanta.

Event Name: SPECIAL OLYMPICS UNIFIED FLAG FOOTBALL GAME

Location: Georgia World Congress Center

Date: Tuesday, January 29

Start Time: 1:30 P.M.

Event Description: The NFL and Special Olympics Georgia will host a Special Olympics Unified Flag Football game at the Super Bowl Experience. The NFL and Special Olympics have 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.

Contact Name: Dana Gordon

Contact Email: danag@bzapr.com

Contact Phone Number: 856-397-2917

Event Name: PHOTO & INTERVIEW OPPORTUNITY AT MERCEDES-BENZ STADIUM

Location: Mercedes-Benz Stadium (1 AMB Drive Northwest, Atlanta, GA 30313)

Date: Tuesday, January 29

Start Time: 2:00 PM

Event Description: NFL Senior Director of Events ERIC FINKELSTEIN and NFL Field Director ED MANGAN will be available to media to discuss the stadium and field preparation for Super Bowl LIII. Following the stadium media availability, the culinary team from LEVY, Mercedes-Benz Stadium's food and beverage provider, will showcase and sample signature menu items and the distinctive tastes fans will find at the stadium on game day. This will take place in the Delta Club.

RSVP Contact Name: Heather Sautter

Contact Email: hsautter@ambfo.com

Contact Phone Number: 404-394-1465

Event Name: CBS TALENT AVAILABILITY

Location: Super Bowl LIII Media Center (Medium Press Conference Room – A313-A314); Georgia World Congress Center

Date: Tuesday, January 29

Start Time: 2:30 PM

Event Description: CBS commentators, producers and executives will be available to media.

Contact Name: Elena Bakar

Contact Email: Elena.Bakar@NFL.com

Contact Phone Number: 917-324-4462

Event Name: 2019 SUPER BOWL EXPERIENCE DRIVEN BY HYUNDAI

Location: Georgia World Congress Center

Date: Tuesday, January 29

Start Time: 3 P.M.

End Time (if applicable): 8 P.M.

Event Description: Super Bowl Experience– pro football's interactive theme park –offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Contact Name: Crystal Reiter

Contact Email: CrystalR@bzapr.com

Contact Phone Number: 310-709-8690

Event Name: ZEBRA TECHNOLOGIES PRESS CONFERENCE

Location: Super Bowl LIII Media Center (Small Press Conference Room – A312); Georgia World Congress Center

Date: Tuesday, January 29

Start Time: 3:45 P.M.

Event Description: The "Official On-Field Player Tracking Provider" for the NFL, Zebra Technologies will hold a press conference to showcase new data from this season and share highlights from its partnership with the NFL.

Contact Name: Therese Van Ryne

Contact Email: therese.vanryne@zebra.com

Contact Phone Number: 917-580-2396

Event Name: NFL-USO SALUTE TO SERVICE EVENT

Location: Fort Benning

Date: Tuesday, January 29

Start Time: 5 P.M.

Event Description: 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. 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.

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.

Contact Name: Catherine Ellis

Contact Email: catherine.ellis@nfl.com

Contact Phone Number: 212-450-2630

Event Name: ESERA TUAOLO'S SECOND ANNUAL HATE IS WRONG INCLUSION PARTY

Location: Buckhead Theatre (3110 Roswell Rd, Atlanta, GA)

Date: Tuesday, January 29

Start Time: 7:00 P.M.

End Time: 11:00 P.M.

Event Description: Bringing together LGBT with the NFL and sports communities, the inclusion party seeks to eliminate explicit and implicit bias and cultivate a hate-free zone on which LGBT athletes can rely on. This year's recipient for the inclusion party is the National Center for Civil and Human Rights. Together we will work on programs to benefit anti-bullying organizations in the State of Georgia.

Contact Name: Therese Van Ryne

Contact Email: therese.vanryne@zebra.com

Contact Phone Number: 917-580-2396

WEDNESDAY, JANUARY 30

Event Name: MEDIA AVAILABILITY – LOS ANGELES RAMS

Location: Atlanta Marriott Buckhead Hotel

Date: Wednesday, January 30

Start Time: 9:45 A.M.

End Time: 11:00 A.M.

Event Description: Media availability with head coach Sean McVay, assistant coaches and players.

Event Name: GladiatHers WOMEN IN SPORTS EMPOWERMENT SUMMIT

Location: The Floyd Room (162 Jesse Hill Dr. SE)

Date: Wednesday, January 30

Start Time: 9 A.M.

Event Description: 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.

Contact Name: Cecilia Townes

Contact Email: cecelia@livebeyondthegame.com

Event Name: NFL PLAY 60 KIDS' DAY AT SUPER BOWL EXPERIENCE

Location: Georgia World Congress Center

Date: Wednesday, January 30

Start Time: 10 A.M.

Event Description: 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. 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.

Contact Name: Dana Gordon

Contact Email: danag@bzapr.com

Contact Phone Number: 856-397-2917

Event Name: NFL NETWORK TALENT MEDIA AVAILABILITY

Location: Super Bowl LIII Media Center – Georgia World Congress Center (Medium Press Conference Room A313-A314)

Date: Wednesday, January 30

Start Time: 10:00 AM

Event Description: NFL Network talent media availability.

Contact Name: Elena Bakar

Contact Email: Elena.Bakar@NFL.com

Contact Phone Number: 917-324-4462

Event Name: NFL COMMISSIONER ROGER GOODELL PRESS CONFERENCE

Location: Super Bowl LIII Media Center – Georgia World Congress Center (Thomas Murphy Ballroom)

Date: Wednesday, January 30

Start Time: 1 P.M.

Event Description: NFL Commissioner **Roger Goodell** press conference.

Contact Name: Elena Bakar

Contact Email: Elena.Bakar@NFL.com

Contact Phone Number: 917-324-4462

Event Name: NFLPA PITCH DAY

Location: Switchyards (151 Ted Turner Drive NW)

Date: Wednesday, January 30

Start Time: 1 P.M.

Event Description: Ten hot start-ups will pitch their business 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.

Contact Name: Erin Hayes

Contact Email: erin.hayes@nflpa.com

Event Name: CRUCIAL CATCH RALLY – A HEALTH EXPO TO INTERCEPT CANCER

Location: American Cancer Society global headquarters (250 Williams St. – 1st Floor Atrium)

Date: Wednesday, January 30

Start Time: 2-3:30 P.M.

Event Description: The NFL and American Cancer Society will host a special Crucial Catch Rally to celebrate the 10th anniversary of the NFL and ACS “Crucial Catch” partnership. Atlanta is not only home to ACS (global headquarters), but the city also represents a global health and human rights hub. The Super Bowl Host Committee has named ACS as part of its Legacy 53 initiative, recognizing the lasting impact of Crucial Catch – addressing the unequal burden of cancer in underserved communities – in Atlanta. To capitalize on this moment, recognize the 10-year impact, raise awareness and inspire action in everyone to “help make a Crucial Catch”, this event will bring people together to participate in football-themed health expo with various stations for attendees to learn about how to prevent cancer, learn about their cancer risk and embrace the concept that “offense is the best defense” against cancer.

Contact Name: Carolyn Smith Casertano

Contact Email: carolyn.smith.casertano@cancer.org

Contact Phone Number: 520-404-7628

Event Name: SUPER BOWL SECURITY PRESS CONFERENCE

Location: Super Bowl LIII Media Center – Georgia World Congress Center (Medium Press Conference A313-A314)

Date: Wednesday, January 30

Start Time: 2:15 P.M.

Event Description: The NFL and members of the law enforcement community will provide an overview of public safety plans for Super Bowl activities in Atlanta, including information for fans with tickets to the game.

Contact Name: Elena Bakar

Contact Email: Elena.Bakar@NFL.com

Contact Phone Number: 917-324-4462

Event Name: 2019 SUPER BOWL EXPERIENCE DRIVEN BY HYUNDAI

Location: Georgia World Congress Center

Date: Wednesday, January 30

Start Time: 3 P.M.

End Time (if applicable): 8 P.M.

Event Description: Super Bowl Experience– pro football’s interactive theme park –offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Contact Name: Crystal Reiter

Contact Email: CrystalR@bzapr.com

Contact Phone Number: 310-709-8690

Event Name: 30 FOR 30 SCREENING OF “DEION’S DOUBLE PLAY”

Location: Georgia World Congress Center (Building C, Level 1)

Date: Wednesday, January 30

Start Time: 3 P.M.-5:30 P.M.

Event Description: Film screening and Q&A with Deion Sanders and director Ken Rodgers. Limited space for media so please email a ticket request to the address below.

Contact Name: Jay Jay Nesheim/ ESPN

Contact Email: JayJay.Nesheim@espn.com

Contact Phone Number: 646-547-5839

Event Name: PLAYERS COALITION PRESS CONFERENCE

Location: Super Bowl LIII Media Center – Georgia World Congress Center (Small Press Conference Room A312)

Date: Wednesday, January 30

Start Time: 3:30 PM

Event Description: The Players Coalition’s first ever Super Bowl Press Conference featuring members of the Players Coalition

Contact Name: Elena Bakar

Contact Email: Elena.Bakar@NFL.com

Contact Phone Number: 917-324-4462

Event Name: MEDIA AVAILABILITY – NEW ENGLAND PATRIOTS

Location: Hyatt Regency Atlanta

Date: Wednesday, January 30

Start Time: 4:00 P.M.

End Time: 5:15 P.M.

Event Description: Media availability with head coach Bill Belichick, assistant coaches and players at the Hyatt Regency Atlanta.

Event Name: ARTHUR BLANK PRESS CONFERENCE

Location: Super Bowl LIII Media Center – Georgia World Congress Center (Medium Press Conference Room A313-A314)

Date: Wednesday, January 30

Start Time: 4:30 PM

Event Description: Falcons owner Arthur Blank will be available to the media.

Contact Name: Elena Bakar

Contact Email: Elena.Bakar@NFL.com

Contact Phone Number: 917-324-4462

Event Name: PLAY FOOTBALL MIDDLE SCHOOL DEVELOPMENTAL CAMP

Location: Lakewood Stadium (Lakewood Ave SE)

Date: Wednesday, January 30

Start Time: 5:00 P.M.

Event Description: The NFL will once again host the NFL Play Football Middle School Developmental Camp on 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.

Contact Name: Liz McCollum

Contact Email: elizabethm@bzapr.com

Contact Phone Number: 813-421-0550

Event Name: NFL YOU CAN PLAY SUPER BOWL EVENT

Location: Super Bowl Experience Driven by Hyundai

Date: Wednesday, January 30

Start Time: 6 P.M.

Event Description: 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 where 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.

Contact Name: Clare Graff

Contact Email: Clare.Graff@nfl.com

Event Name: NFL PLAYER CARE FOUNDATION SCREENINGS AND CAREER FAIR

Location: Westin Atlanta Perimeter North

Date: Wednesday, January 30 – Friday, February 1

Event Description: NFL Player Care Foundation (PCF), supported by the NFL Alumni Association (NFLA), partners with 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. 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. 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 January 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 private but select participants will be available to speak with media.

Contact Name: Jill Pike

Contact Email: Jill.Pike@nfl.com

THURSDAY, JANUARY 31

Event Name: MEDIA AVAILABILITY – LOS ANGELES RAMS

Location: Atlanta Marriott Buckhead Hotel

Date: Thursday, January 31

Start Time: 9:45 A.M.

End Time: 11:00 A.M.

Event Description: Media availability with head coach Sean McVay, assistant coaches and players at the Atlanta Marriott Buckhead Hotel.

Event Name: SUPER BOWL LEGACY GRANT EVENT

Location: John F. Kennedy Park (225 James P. Brawley Dr., SW)

Date: Thursday, January 31

Start Time: 10 A.M.

Event Description: NFL, Atlanta Super Bowl Host Committee and Atlanta Falcons executives will participate in a ribbon-cutting ceremony. 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.

Contact Name: Alexia Gallagher

Contact Email: Alexia.Gallagher@NFL.com

Event Name: LA STADIUM VIRTUAL REALITY EXPERIENCE

Location: Super Bowl LIII Media Center (Medium Press Conference Room – A313-A314); Georgia World Congress Center

Date: Thursday, January 31

Start Time: 10 AM – 12 PM

Event Description: Be among the first to experience the virtual reality model of LA Stadium at Hollywood Park, home to Super Bowl LVI, Los Angeles Rams & Los Angeles Chargers. LA Stadium executives including Managing Director Jason Gannon, CTO Skarpi Hedinsson, CRO Chris Hibbs, Rams COO Kevin Demoff & Chargers CRO Jim Rushton will be available to provide updates on the stadium and entire 298-acre development. Refreshments will be served.

Contact Name: Chase Isaacs
Contact Email: cisaacs@rams.nfl.com
Contact Phone Number: 818-961-7856

Event Name: NFL AND LAW ENFORCEMENT SUPER BOWL ANTI-COUNTERFEITING PRESS CONFERENCE

Location: Super Bowl LIII Media Center – Georgia World Congress Center (Medium Press Conference Room A313-A314)

Date: Thursday, January 31

Start Time: 11:10 A.M

Event Description: The NFL and law enforcement agencies announce the latest results of seizures of counterfeit game-related merchandise and tickets.

Contact Name: Elena Bakar, NFL; Matt Bourke, ICE

Contact Email: Elena.Bakar@nfl.com; Matthew.D.Bourke@ice.dhs.gov

Contact Phone Number: 917-693-4210; 202-732-6217

Event Name: NFL-VERIZON UNSUNG HEROES LUNCHEON

Location:

Date: Thursday, January 31

Event Description: The NFL will host its annual Unsung Heroes luncheon 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.

Contact Name: Clare Graff

Contact Email: Clare.Graff@nfl.com

Event Name: 2019 SUPER BOWL EXPERIENCE DRIVEN BY HYUNDAI

Location: Georgia World Congress Center

Date: Thursday, January 31

Start Time: 3 P.M.

End Time (if applicable): 8 P.M.

Event Description: Super Bowl Experience– pro football’s interactive theme park –offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Contact Name: Crystal Reiter

Contact Email: CrystalR@bzapr.com

Contact Phone Number: 310-709-8690

Event Name: NFLPA PRESS CONFERENCE

Location: Super Bowl LIII Media Center – Georgia World Congress Center (Medium Press

Conference Room A313-A314)

Date: Thursday, January 31

Start Time: 3:30 P.M.

Event Description: NFL Players Association annual state of the union press conference with NFLPA members and staff, including President Eric Winston, Executive Director DeMaurice Smith and members of the NFLPA Executive Committee.

Contact Name: Erin Hayes

Contact Email: erin.hayes@nflpa.com

Contact Phone Number: 202-756-0171

Event Name: MEDIA AVAILABILITY – NEW ENGLAND PATRIOTS

Location: Hyatt Regency Atlanta

Date: Thursday, January 31

Start Time: 4:00 P.M.

End Time: 5:15 P.M.

Event Description: Media availability with head coach Bill Belichick, assistant coaches and players at the Hyatt Regency Atlanta.

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

Location: The King Center (449 Auburn Ave., NE)

Date: Thursday, January 31

Start Time: 4 P.M.

Event Description: 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.” 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.

Contact Name: Ian Cutler

Contact Email: icutler@RISEtoWIN.org

Contact Phone Number: 516-395-4456

Event Name: MAN OF THE YEAR LEGACY RECEPTION PRESENTED BY NATIONWIDE

Location: Hyatt Regency

Date: Thursday, January 31

Start Time: 7 P.M.

Event Description: 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 and celebrate the past winners and the 2018

team nominees through a premium evening of tributes. This event is **NOT** open to the media.

Contact Name: Jill Pike

Contact Email: Jill.Pike@nfl.com

Event Name: 20th ANNUAL SUPER BOWL GOSPEL CELEBRATION

Location: Atlanta Symphony Hall at the Woodruff Arts Center (1280 Peachtree Street NE)

Date: Thursday, January 31

Start Time: 7:30 P.M.

Event Description: The 20th Annual Super Bowl Gospel Celebration will help kickoff Super Bowl LIII with a star-studded music jubilation. 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.

Event Name: NFL PLAYER ENGAGEMENT PRESENTS “THE BROADCAST BOWL”

Location: Media Center located at the Georgia World Congress Center

Date: Thursday, January 31

Event Description: 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.

Contact Name: Taylor Kielpinski-Rogers

Contact Email: Taylor.Kielpinski-Rogers@nfl.com

FRIDAY, FEBRUARY 1

Event Name: PLAY FOOTBALL BREAKFAST

Location: NFL House

Date: Friday, February 1

Start Time: 8:30 A.M.

Event Description: The NFL Youth & High School Football department will host a breakfast for key partners and stakeholders to 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.

Contact Name: Liz McCollum

Contact Email: elizabethm@bzapr.com

Contact Phone Number: 813-421-0550

Event Name: WALTER PAYTON NFL MAN OF THE YEAR COMMUNITY EVENT

Location: Warren Boys & Girls Club (790 Berne St SE)

Date: Friday, February 1

Start Time: 10 A.M.

Event Description: 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. These inspiring men will team up with students at the to build a new playground, work on beautification projects and participate in other activities around the center.

Contact Name: Liz McCollum

Contact Email: elizabethm@bzapr.com

Contact Phone Number: 813-421-0550

Event Name: PRO FOOTBALL HALL OF FAME MERLIN OLSON SUPER BOWL LUNCHEON

Location: Marriott Marquis (265 Peachtree Center Ave NE) Atrium Ballroom

Date: Friday, February 1

Event Description: Pro Football Hall of Fame's Merlin Olsen Super Bowl Luncheon 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**.

Contact Name: Kee'Auna Cherry

Contact Email: Keeauna.Cherry@ProFootballHOF.com

Contact Phone Number: 330-588-3552

Event Name: 2019 SUPER BOWL EXPERIENCE DRIVEN BY HYUNDAI

Location: Georgia World Congress Center

Date: Friday, February 1

Start Time: 10 A.M.

End Time (if applicable): 10 P.M.

Event Description: Super Bowl Experience— pro football's interactive theme park —offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Contact Name: Crystal Reiter

Contact Email: CrystalR@bzapr.com

Contact Phone Number: 310-709-8690

Event Name: 19TH ANNUAL PNE™ POWERED BY TOYOTA

Location: Terminus 100 Building (3280 Peachtree Rd NE)

Date: Friday, February 1

Start Time: 1 P.M.

Event Description: The 19th Annual Player Networking Event™ (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.

Contact Name: Guy Troupe
Contact Email: pne@troupe21.com

Event Name: PLAY FOOTBALL HIGH SCHOOL DAY
Location: Super Bowl Experience Driven by Hyundai
Date: Friday, February 1
Start Time: 4 P.M.

Event Description: The NFL will celebrate high school football student-athletes and coaches by providing 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.

Contact Name: Liz McCollum
Contact Email: elizabethm@bzapr.com
Contact Phone Number: 813-421-0550

SATURDAY, FEBRUARY 2

Event Name: SUPER BOWL BREAKFAST
Location: Atlanta Marriott Marquis (265 Peachtree Center Ave NE)
Date: Saturday, February 2
Start Time: 8 A.M.

Event Description: The 2019 Super Bowl 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.

Contact Name: Allison Vogel
Contact Email: sbbmedia@athletesinaction.org
Contact Phone Number: 734-395-2417

Event Name: NFL & ALL PRO DAD'S FAMILY FOOTBALL CLINIC
Location: Georgia World Congress Center
Date: Saturday, February 2
Start Time: 9 A.M.

End Time: Noon

Event Description: 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. 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.

Contact Name: Taylor Kielpinski-Rogers

Contact Email: Taylor.Kielpinski-Rogers@nfl.com

Event Name: 1st AND FUTURE

Location: Georgia Institute of Technology (North Ave NW)

Date: Saturday, February 2

Start Time: 9 A.M.

Event Description: The 4th-annual NFL 1st and Future competition will be presented by Arrow Electronics 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.

Contact Name: Megan Grant

Contact Email: mgrant@gpg.com

Event Name: FEDEX PROVIDES FREE ADMISSION TO THE NCCHR

Location: National Center for Civil and Human Rights (100 Ivan Allen Jr Blvd NW)

Date: Saturday, February 2

Start Time: 9 A.M.

Event Description: "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.

Contact Name: Amanda Henneghan

Contact Email: amanda.henneghan@fedex.com

Contact Phone Number: (901) 434-5003

Event Name: 2019 SUPER BOWL EXPERIENCE DRIVEN BY HYUNDAI

Location: Georgia World Congress Center

Date: Saturday, February 2

Start Time: 10 A.M.

End Time (if applicable): 10 P.M.

Event Description: Super Bowl Experience— pro football's interactive theme park —offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Contact Name: Crystal Reiter

Contact Email: CrystalR@bzapr.com

Contact Phone Number: 310-709-8690

Event Name: PLAY FOOTBALL FAMILY FESTIVAL

Location: Marietta High School (1171 Whitlock Ave NW, Marietta)

Date: Saturday, February 2

Start Time: 10 A.M.

Event Description: During Super Bowl LIII week, the third annual 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.

Contact Name: Liz McCollum

Contact Email: elizabethm@bzapr.com

Contact Phone Number: 813-421-0550

Event Name: SMOCKS & JOCKS

Location: Livingston Restaurant in the Georgian Terrace Hotel (659 Peachtree Street NE)

Date: Saturday, February 2

Start Time: 10:30 A.M.

Event Description: The NFLPA will host Smocks & Jocks, a jazz brunch and silent auction showcasing the art of active and former players. Guests have the opportunity to mingle with other players, observe the artistic displays, and enjoy food and drinks.

Contact Name: Erin Hayes

Contact Email: erin.hayes@nflpa.com

Contact Phone Number:

Event Name: GIRLS' FLAG FOOTBALL EXHIBITION

Location: Play Football Field at Super Bowl Experience Driven by Hyundai

Date: Saturday, February 2

Start Time: 4:30 P.M.

Event Description: 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. 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.

Contact Name: Liz McCollum

Contact Email: elizabethm@bzapr.com

Contact Phone Number: 813-421-0550

Event Name: TASTE OF THE NFL

Location: Cobb Galleria Centre (2 Galleria Parkway)

Date: Saturday, February 2

Start Time: 7 P.M.

Event Description: 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.

Contact Name: The Brooks Group

Contact Email: TNFL@brookspr.com

Contact Phone Number: 212-768-0860

Event Name: NFL HONORS

Location: Fox Theater

Date: Saturday, February 2

Start Time: The show will tape from 5-7pm ET and air on CBS at 9pm ET/PT

Event Description: The NFL will recognize the best players and performances from the 2018 season at *NFL Honors*. The annual awards show will take place on the eve of Super Bowl LIII at Fox Theater in downtown Atlanta and airs at 9pm ET/PT on CBS.

Contact Name: Elena Bakar

Contact Email: Elena.Bakar@NFL.com

SUNDAY, FEBRUARY 3

Event Name: SUPER BOWL LIII

Location: Mercedes-Benz Stadium (1 AMB Drive Northwest, Atlanta, GA 30313)

Date: Sunday, February 3

Start Time: 6:00 PM ET

Event Description: AFC Champion New England Patriots vs. NFC Champion Los Angeles Rams for the 2019 National Football League Championship and the Vince Lombardi Trophy, 6:30 PM ET, Sunday, February 3, 2019 at Mercedes-Benz Stadium.

MONDAY, FEBRUARY 4

Event Name: SUPER BOWL HOST COMMITTEE HANDOFF CEREMONY

Location: Super Bowl LIII Media Center (Press Conference Medium Press Conference Room A313-A314); Georgia World Congress Center

Date: Monday, February 4

Start Time: 8 A.M.

Event Description: The Atlanta Host Committee and the Atlanta Host Committee will conduct the official Super Bowl Handoff Ceremony. The Super Bowl LIII Host Committee will provide a wrap-up from the week's activities, to be followed by the handoff to the Miami Host Committee for Super Bowl LIV.

Contact Name: Elena Bakar, NFL; Jen Johns, Atlanta Host Committee; Janelle Prieto; Miami Host Committee

Contact Email: Elena.Bakar@nfl.com; jprieto@miamisb2020

Contact Phone Number: 917-324-4462; 404-414-6266; 786-789-2020 Ext. 107

Event Name: SUPER BOWL LIII WINNING TEAM HEAD COACH AND MVP PRESS CONFERENCE

Location: Super Bowl LIII Media Center (Press Conference Room TBD); Georgia World Congress Center

Date: Monday, February 4

Start Time: 8:30 A.M.

Event Description: Winning team head coach and Super Bowl LIII MVP press conference.

Contact Name: Elena Bakar

Contact Email: Elena.Bakar@nfl.com

Contact Phone Number: 917-324-4462