



DRIVEN BY  HYUNDAI

"2018 NFL KICKOFF DRIVEN BY HYUNDAI"

TO CELEBRATE START OF THE NFL SEASON AND  
PHILADELPHIA EAGLES SUPER BOWL CHAMPIONSHIP

THURSDAY, SEPTEMBER 6

SHOW TO FEATURE LIVE PERFORMANCE BY MULTI-PLATINUM SINGER/SONGWRITER  
SHAWN MENDES AT PENN'S LANDING – COLUMBUS BOULEVARD AT MARKET STREET IN  
PHILADELPHIA

NBC'S FOOTBALL NIGHT IN AMERICA KICKS OFF THE SEASON AT LINCOLN FINANCIAL FIELD

NBC/NFL Network Special on Thursday, Sept. 6, 7:30 - 8:10 p.m. ET

Precedes NFL Kickoff Game:  
ATLANTA FALCONS vs. PHILADELPHIA EAGLES

The NFL kicks off its 2018 season with "2018 NFL KICKOFF DRIVEN BY HYUNDAI" – 7:30 PM ET Thursday, September 6. Multi-platinum singer/songwriter **SHAWN MENDES** will perform live before the game at **PENN'S LANDING – COLUMBUS BOULEVARD AT MARKET STREET** in Philadelphia, it was announced Thursday night during NBC's national broadcast of the Pro Football Hall of Fame Game in Canton, Ohio.

Shawn Mendes' performance will be featured in simulcast coverage of the 40-minute pregame show from Philadelphia from 7:30 – 8:10 PM ET on NBC and NFL Network.

**AL MICHAELS** will call the action alongside **CRIS COLLINSWORTH**. **MICHELE TAFIYA** will report from the sideline, and three-time Super Bowl referee **TERRY MCAULAY**, Sunday Night Football's new rules analyst, will join Al and Cris in the booth. The *Football Night in America* team will also be on site from Philadelphia.

The show leads into the season opener between the Atlanta Falcons and the Philadelphia Eagles, a rematch of their 2017 NFC Divisional Playoff game at Lincoln Financial Field (NBC, streamed live via NBCSports.com and the NBC Sports app across all platforms, the Yahoo Sports app, Westwood One Radio Sports, 8:20 PM ET).

The musical performance is part of the celebration to kick off the 2018 season and to honor the Super Bowl LII champion Philadelphia Eagles. This is the 17<sup>th</sup> consecutive Kickoff celebration to start the season and the 14<sup>th</sup> time the NFL has saluted the Super Bowl champions with the opening game in their stadium on a Thursday in primetime.

**2018 NFL KICKOFF DRIVEN BY HYUNDAI** 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 NFL Kickoff include Bud Light, Microsoft, Pepsi, Pizza Hut, Snickers, Verizon and Visa.

To apply for credentials to cover the "2018 NFL Kickoff Driven by Hyundai" concert please email [Elena.Bakar@nfl.com](mailto:Elena.Bakar@nfl.com) with the following information: name, outlet and number of credentials being requested. We accept one application per organization and the application must be submitted by the editor. The credential deadline is August 24<sup>th</sup>. Media interested in covering the game may apply for credentials through the Philadelphia Eagles.

#### HISTORY OF NFL OPENING KICKOFF EVENTS

DATE	LOCATION	NETWORK	TALENT	GAME
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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 / MetLife Stadium, New Jersey	NFLN, NBC	Mariah Carey, No Doubt	Dallas at New York Giants (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)
9/7/2017	Christopher Columbus Park, Boston / Gillette Stadium, New England	NFLN, NBC	Guster, Flo Rida, Maren Morris (Anthem)	Kansas City at New England (NBC)

### About Shawn Mendes

Toronto born multi-platinum singer/songwriter Shawn Mendes released his highly anticipated self-titled third album in May 2018. The album debuted at #1 on the Billboard 200 album chart as well as multiple additional worldwide markets, including Australia, Canada, Mexico, Belgium, Holland & more. *Shawn Mendes* made Shawn the third youngest solo artist to ever have three #1 albums, and became one of the top best-selling album debuts of 2018. The album shot to #1 on iTunes upon release in over 80 countries around the world. Leading up to the album, he released multiple tracks including “Youth” Featuring Khalid, “In My Blood” and “Lost In Japan.” Both “In My Blood” and “Lost In Japan,” the first two songs released off the new album, experienced massive success, soaring to the #1 and #2 spots on the overall iTunes chart in the U.S, Top 5 on iTunes in 50 countries, and held the #1 and #2 spots on Spotify’s “New Music Friday” playlist. With “In My Blood,” Shawn became the first artist to ever have had four #1 singles at AC radio before the age of 20. In April 2017, Shawn released his 3x Platinum hit “There’s Nothing Holdin’ Me Back.” The track scored Shawn his second #1 single at Top 40 radio and on Billboard’s Pop Songs chart, joining 7x Platinum single “Stitches.” Throughout his career, Shawn has achieved 3 consecutive #1 album debuts, 2 Platinum albums, and 7 consecutive platinum and multi-platinum singles. Worldwide, he has sold over 11 million albums, 100 million singles, and has amassed over 15 billion song streams and 4 billion YouTube views. Shawn has completed two sold-out world tours with over one million tickets sold, selling out legendary arenas including NYC’s Madison Square Garden, Toronto’s Air Canada Centre, and London’s O2 Arena in minutes. *Shawn Mendes: The Tour* begins in March 2019, with over 60 dates currently announced across Europe, North American and Asia, with more to be announced soon. He topped Billboard’s “21 Under 21” in 2017 and has been featured on Forbes “30 Under 30,” Spotify’s “25 Under 25,” and Time Magazine’s “Time 100 Most Influential” for 4 consecutive years. He was also just featured in Time Magazine’s coveted Time 100 annual issue. In February 2018, ROI Influencer Media recognized Shawn as the #1 Most Influential Artist and #1 Most Influential Teen across all social media platforms.

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### CONTACTS:

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