



January 16, 2018

MORE THAN 30 SUPER BOWL LII COMMUNITY EVENTS TO TAKE PLACE IN THE MINNEAPOLIS-ST. PAUL AREA

NFL, NATIONAL AND LOCAL ORGANIZATIONS POSITIVELY IMPACT THE REGION

NEW YORK – Super Bowl LII brings much more than football to the Minneapolis-St. Paul 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 LII Host Committee and a number of youth character development events including the NFL PLAY 60 Kids' Day.

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 Minneapolis area.

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

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

SUPER BOWL EXPERIENCE DRIVEN BY GENESIS

Super Bowl Experience Driven by Genesis – pro football's interactive theme park - will return to Minneapolis for the first time since Super Bowl XXVI in 1992. This event offers fans a unique chance to get involved in the festivities surrounding Super Bowl LII, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa, player autograph sessions and more.

Celebrating the history of the game and electrifying atmosphere of Super Bowl LII, Super Bowl Experience Driven by Genesis at the Minneapolis Convention Center (1301 2nd Ave. S.) will be open to the public **Saturday, Jan. 27 – Monday, Jan. 29** and again **Wednesday, Jan. 31 - Sunday, Feb. 4**.

The hub of Super Bowl fan activity, Super Bowl Experience provides visitors of all ages an opportunity to experience the game like never before. Fans can test their football skills in interactive games, receive autographs from current stars and legends of the game, shop the latest NFL team and Super Bowl gear, and get a photo with the most prestigious trophy in sports, the Vince Lombardi Trophy. For more information and a complete schedule of events for Super Bowl Experience Driven by Genesis visit SuperBowl.com and download the Super Bowl LII Minnesota – Fan Mobile Pass app.

Tickets for Super Bowl Experience Driven by Genesis can be purchased online exclusively through Ticketmaster.com. Tickets are \$35.00 for adults and \$25.00 for children 12 and under, and permit entry for a particular day and time. An NFLXtra Fast Pass may be purchased for \$55.00. Beginning Saturday, Jan. 27, opening day of Super Bowl Experience Driven by Genesis, fans can purchase tickets at Super Bowl Experience Box Office

located in the Minneapolis Convention Center. Tickets sold at Super Bowl Experience box office will go on sale two hours before opening daily. For more information and to find out about special family packages available online only, visit SuperBowl.com. Tickets purchased online are subject to a Ticketmaster service charge.

2018 Super Bowl Experience Driven by Genesis Hours of Operation:

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

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

The complete schedule for Super Bowl Experience Driven by Genesis, and other Super Bowl LII gameday and event information, will be posted on SuperBowl.com and in the Super Bowl LII Minnesota – Fan Mobile Pass app. To download the app, visit the app store or NFL.com/SBApp. Fans are encouraged to follow @SuperBowl and tag their posts and photos using hashtag #SBLII.

For more information, contact Dan Kitchen at 860-543-2538 or DanK@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 the Super Bowl Experience. The one-of-a-kind treasures will help the Hall convey the NFL's 98-year history since the league's birth in Canton, Ohio in 1920.

The Hall of Fame will also exhibit the three iconic symbols to represent an individual's induction into the Hall of Fame. The Hall of Fame Gold Jacket is presented on the eve of the Enshrinement at the annual Enshrinees Gold Jacket Dinner. The Hall of Famer's bronze bust is unveiled at the Enshrinement Ceremony. The enshrinee then receives his Hall of Fame Ring of Excellence at a ceremony held in their home stadium during the NFL season.

Eight Bronzed Busts will be temporarily removed from The Hall of Fame Gallery and displayed at the Super Bowl Experience in Minnesota: Bud Grant, Alan Page, Cris Carter, Brett Favre, Vince Lombardi, Curly Lambeau, Bart Starr, and Reggie White.

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

SUPER BOWL LIVE PRESENTED BY VERIZON

Nicollet Mall in downtown Minneapolis will be the site of [Super Bowl LIVE presented by Verizon](#), a massive, free, ten-day fan festival leading up to Super Bowl LII.

Super Bowl LIVE presented by Verizon will be open daily from **Friday, Jan. 26 at 4 p.m. - Sunday, Feb. 4**. The event — free and open to the public — will stretch six blocks on Nicollet Mall, from South 12th St. to South 6th St. The free, 10-day festival will have something for everyone including food, fun and nods to winter that showcase Minnesota's authentic, Bold North brand, including larger-than-life ice sculptures, warming huts, ice bars and winter sports and activities.

The Minnesota Super Bowl Host Committee (MNSBHC) has enlisted Grammy-winning producers **JIMMY JAM** and **TERRY LEWIS** to curate 10 days of free music on Super Bowl LIVE presented by Verizon. Daily line-ups and schedules will be organized largely based on music genre, such as country, rock, gospel, hip hop, reggae and soul. Highlights include an evening of music honoring Prince on **Monday, Jan. 29**. 'Prince Night' performers include The Revolution, Sheila E. and Morris Day and the Time and other artists with professional ties to late Minnesota-born icon. The evening's performances will conclude with a community sing along of Purple Rain and select 'Prince Night' performances will be shown on NFL Network, ESPN2, and NBC Sports Network as part of their telecast of Super Bowl Opening Night fueled by Gatorade from Xcel Energy Center in Saint Paul.

Dozens of other national and local Minnesota artists will perform free music daily at Verizon Up Stage at Ice Mountain on Nicollet Mall at 8th Street on Super Bowl LIVE presented by Verizon. Other performers include **IDINA MENZEL, SOUL ASYLUM, DESSA, BOB MOULD, ESERA TUAOLO** and **MINT CONDITION**. Due to space limitations, media will have access to pool footage of the live music and performers during the 10-day festival.

Several additional, free musical acts will be announced in the coming days and more information can be found at mnsuperbowl.com/sblive.

There will also be free, indoor activities and fan engagement opportunities at the site of the [Dayton's Project](#) on Nicollet Mall throughout the festival.

The American Birkebeiner International Bridge (Birkie Bridge), an iconic centerpiece of North America's largest cross-country ski race held each February in Wisconsin, will be constructed on Nicollet Mall over 9th Street for the 10-day festival. The nearly 200-foot bridge will be the site for cross-country skiing, skijoring and fat tire bike racing that visitors to Super Bowl LIVE presented by Verizon can witness daily for free.

Special Olympics Minnesota, in partnership with the Minnesota Super Bowl Host Committee, are inviting visitors, Minnesota residents, businesses and athletes to participate in a Polar Plunge on **Tuesday, Jan. 30**, at the Verizon Up Stage at Ice Mountain. The Polar Plunge on Super Bowl LIVE presented by Verizon, Special Olympics Minnesota's signature winter event, is centered around participants jumping into a body of icy water and raising funds to support more than 8,200 individuals with intellectual disabilities across the state.

Visitors and residents will have the chance to soar across the Mississippi River suspended 100 feet in the air on The Bold North™ Zipline. Fun seekers will thrill their senses by ziplining 750 feet from a launch tower on Nicollet Island to a landing tower across the Mississippi River. The Bold North Zipline will open on **Monday, Jan. 26** and run daily through gameday. A parallel 4-line set-up will allow four riders at a time, traveling at speeds of 20-30 mph as they glide across the Mississippi River. A limited number of tickets are available for sale on-site at Zipline Headquarters at Nicolette Mall and 7th street during the 10-day festival. Tickets are \$30 per rider. Customized vehicles will transport guests from the Bold North™ Zipline headquarters on Nicollet Mall to the launch tower and again back after the zipline adventure. For more information and FAQ about the Bold North zipline, visit mnsuperbowl.com/zipline.

Super Bowl LIVE Hours of Operation

Friday, Jan. 26	4 p.m. – 10 p.m.
Saturday, Jan. 27	10 a.m. – 10 p.m.
Sunday, Jan. 28	10 a.m. – 9 p.m.
Monday, Jan. 29	4 p.m. – 9 p.m.
Tuesday, Jan. 30	4 p.m. – 9 p.m.
Wednesday, Jan. 31	4 p.m. – 9 p.m.
Thursday, Feb. 1	4 p.m. – 9 p.m.
Friday, Feb. 2	10 a.m. – 10 p.m.
Saturday, Feb. 3	10 a.m. – 10 p.m.
Sunday, Feb. 4	12 p.m. – 3 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 mnsuperbowl.com/live.

For more information, please contact Cassie Batinich at 952-346-6073 or cbatinich@webershandwick.com or Michael Howard at 612-928-2448 or mhoward@mnsuperbowl.com.

'TESTIFY: AMERICANA FROM SLAVERY TO TODAY' EXHIBIT

Pro Football Hall of Famer and former Minnesota Supreme Court Justice Alan Page, along with Diane Sims Page, Executive Director of the Page Education Foundation, will publicly present TESTIFY, a preview of their collection of Americana. The wide-ranging exhibit will feature art and artifacts from pivotal eras in American history while also providing a platform for visitors to share their thoughts, feelings and personal experiences.

Supported in part by the NFL Foundation, the exhibit will run from **Monday, Jan. 8- Tuesday, Feb. 6** during library hours in Cargill Hall at Hennepin County Library—Minneapolis Central (300 Nicollet Mall). Inspired by the recent resurgence of racial tension in our country, TESTIFY gives context and definition to the conversation, serving as a reminder of the history that brings us to today.

For more information, contact Meredith Kessler, Tunheim Partners, at 952-851-7268 or mkessler@tunheim.com or Maria Elena Baca, Hennepin County Library Communication, at 612-348-7865 or maria.baca@hennepin.us.

AN INTERFAITH GATHERING HOSTED BY THE MINNESOTA SUPER BOWL HOST COMMITTEE

The MNSBHC is partnering with the Downtown Congregations to kick-off Super Bowl week with an Interfaith gathering to celebrate unity and shared purpose. The gathering will be held at Westminster Presbyterian Church on Nicollet Mall and 12th Street on **Sunday, Jan. 28 at 2 p.m.** The celebration will showcase Minnesota's national leadership in multi-faith dialogue and cooperation, and will raise money to prevent homelessness. The event is the proud work of the Twin Cities Faith Community – Rabbis, Priests, Pastors, Imams, and other faith leaders – coming together to send a message about unity in the Twin Cities.

For more information, please contact Trish Van Pilsum at 612-239-7295 or vanras@comcast.net; Cassie Batinich, at 952-346-6073 or cbatinich@webershandwick.com; or Michael Howard at 612-928-2448 or mhoward@mnsuperbowl.com.

NFL PLAY 60 CHARACTER CAMP

On **Monday, Jan. 29 at 9 a.m.**, the NFL will host a free Character Camp on the field at Super Bowl Experience Driven by Genesis at the Minneapolis Convention Center (1301 2nd Ave. S) before Super Bowl Experience is open to the public. The event will include 300 predominantly-Hispanic youth from the Minnesota 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 are 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 60 camps have been held impacting more than 20,000 youth across the country.

For more information, contact Darlene Capiro at Darlene.Capiro@NFL.com.

SHRINERS HOSPITALS PLAY 60 ALL-ABILITY EVENT

The NFL and Shriners Hospitals for Children will host a PLAY 60 All-Ability event on **Monday, Jan. 29 from 5 – 6 p.m.** at Shriners Hospitals for Children – Twin Cities (2025 E. River Pkwy.). The NFL PLAY 60 All-Ability event will include activities that allow kids of all-abilities to get active in a fun environment including ultimate football, and various all-ability fitness stations. The NFL is celebrating ten years of getting kids active and healthy through NFL PLAY 60, the league's youth health and wellness campaign encouraging kids to get active for 60 minutes every day. Unfortunately, children with mobility challenges are less likely to be as active as their peers, which can lead to obesity, lack of strength and other health issues. Shriners Hospitals for Children teamed up with the NFL to ensure that all children have the ability to get active. Together, they collaborated to create the [NFL PLAY 60 All-Ability Guide](#) that includes adaptive play activities for children of varying physical abilities to help them live active and healthy lifestyles.

For more information, contact Catherine Boyle at Catherine.Boyle@NFL.com.

CREATING A CULTURE OF CARE: AN INSIDEOUT INITIATIVE EVENT

The NFL Foundation and Minnesota Super Bowl Host Committee Legacy Fund will host a special character development event for local Minnesota High School athletic directors and their respective head football coach and female coach of influence on **Tuesday, Jan. 30 from 9:30 a.m. – 3:30 p.m.** at the Mayo Clinic Sports Medicine (600 Hennepin Ave., Suite 310). Led by InSideOut Initiative co-founders **JOE EHRMANN** and **JODY REDMAN**, and the Minnesota State High School League, this day-long training will center on the importance of creating a culture of care for student-athletes that focuses on transformational coaching, developing moral character and creating a positive mental health climate. The InSideOut Initiative is aimed at transforming the "win-at-all-costs" sports culture in communities across the country.

For more information, contact Ana Blinder at Ana.Blinder@NFL.com or Cassie Batinich at 952-346-6073/cbatinich@webershandwick.com.

SPECIAL OLYMPICS UNIFIED FLAG FOOTBALL GAME & POLAR PLUNGE

The NFL and Special Olympics Minnesota will host a Special Olympics Unified Flag Football game on **Tuesday, Jan. 30 from 2 – 3 p.m.** Following the Unified Flag Football game, Special Olympics athletes and other celebrities will participate in a Polar Plunge at Super Bowl LIVE.

The NFL and Special Olympics are teaming 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 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 Catherine Boyle at Catherine.Boyle@NFL.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 Genesis on **Tuesday, Jan. 30** from **3 – 8 p.m.** The NFL is working with its military nonprofit partners, including Wounded Warrior Project, to invite attendees. The event will include football-themed activities, meet and greets and a special "Thank You" moment for all service members.

For more information, contact Ana Blinder at Ana.Blinder@NFL.com.

NFL PLAY 60 KIDS' DAY AT SUPER BOWL EXPERIENCE

NFL PLAY 60 Kids' Day gives more than 1,000 local children the opportunity to spend time with NFL players at the Super Bowl Experience Driven by Genesis at the Minneapolis Convention Center (1301 2nd Ave. S.) on **Wednesday, Jan. 31**, from **10 a.m. – 1 p.m.** Children from the local Minneapolis area will take part in the excitement of Super Bowl Week alongside NFL players. Award-winning singer, dancer and YouTube personality **JOJO SIWA** will perform and teach the kids a dance routine at the NFL PLAY 60 Clinic Field at approximately noon.

Kids will learn more about the importance of healthy living during Kids' Day as part of NFL PLAY 60, aimed at helping youngsters get 60 minutes of exercise each day. Classrooms earned their invite to Kids' Day by completing the NFL PLAY 60 Challenge, in partnership with the American Heart Association, in the months leading up to Super Bowl LII.

As part of their Kids' Day experience, local children will participate in interactive PLAY 60 fitness activities and take part in games including Punt, Pass & Kick, speed and mobility drills, quarterback challenge games, and extra point kicking stations.

For more information, contact Dan Kitchen at DanK@bzapr.com.

SUPER BOWL LII BUSINESS CONNECT CELEBRATION

The NFL and the Minnesota Super Bowl Host Committee will host "Super Bowl LII Business Connect: Celebrating Opportunities, Teamwork & Success" event on **Wednesday, Jan. 31** from **5:30 – 8:30 p.m.** at Aria (105 N. 1st St.). The event is a celebration of the Super Bowl LII Business Connect program spotlighting the accomplishments of Super Bowl LII Business Connect 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 350 Minnesota businesses in 40 vendor categories participated in the year and a half long Business Connect program, which identifies Super Bowl LII contracting opportunities and matches those contracts with experienced, local diverse business owners in the program. To qualify for participation in Business Connect, businesses must be 51 percent owned by a minority, woman, veteran, lesbian, gay, bisexual and/or transgender individual. The Business Connect Celebration is a ticketed event for participating business owners. A networking reception will precede and follow the formal program. Former NFL Punter and current voice of the Vikings, **GREG COLEMAN** 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 or Alex Tittle, Minnesota Host Committee, at 612-321-6633 or atittle@mnsuperbowl.com.

For media requests, contact Catherine Boyle at Catherine.Boyle@nfl.com.

NFL PLAYER ENGAGEMENT PRESENTS “THE BROADCAST BOWL”

As an extension of Broadcast Boot Camp/Advanced Broadcast Boot Camp and Sports Media/Sports Journalism Radio Boot Camps, NFL Player Engagement is creating a unique opportunity for Alumnae to commentate on SB Radio Row at Super Bowl LII. Participating players include **MATT FORTE, LORENZO ALEXANDER, RYAN HARRIS** and **BRUCE GRADKOWSKI**. 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 and Sports Media/Sports Journalism & Radio Boot Camp. Select players will begin broadcast appearances on **Wednesday, Jan. 31 - Sunday, Feb. 4** at the Media Center located at Mall of America. 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.

THE KIDS TAILGATE PARTY

The Minnesota Super Bowl Host Committee Legacy Fund 52 Weeks of Giving campaign will culminate at the Kids Tailgate Party, a special celebration for young people in Minnesota who have been a part of the year-long effort. The Kids Tailgate Party is a family-friendly event that will feature healthy snacks, fun, activities and special surprises for nearly 2,000 children from across the state. The event will be hosted at Target Center (600 N. 1st Ave.) in Minneapolis on **Wednesday, Jan. 31** from **2-4 p.m.**

As a way to get more kids involved in the Super Bowl fun, as well as emphasize healthy eating and nutrition, the MNSBHC teamed up with Chef Andrew Zimmern to organize the Super Snack Challenge, a fun competition that celebrates kids’ healthy snack choices. To participate, kids ages 8-14 around Minnesota were invited to submit their favorite healthy game day snack recipes for a chance to be recognized as one of 52 Winners.

Over 400 young people entered and the 52 winners and top 10 “All Pro Chefs” have been invited to attend the Kids Tailgate Party, where the Super Snack Challenge MVP will be announced. As part of their recognition, the top 10 “All-Pro Chefs” will donate nearly \$60,000 to their favorite charities in Minnesota.

For more information, please visit www.mnsuperbowl.com/legacy.

For more information, please contact Cassie Batinich at 952-346-6073 or cbatinich@webershandwick.com or Michael Howard at 612-928-2448 or mhoward@mnsuperbowl.com.

NFL PLAYER CARE FOUNDATION SCREENINGS

On **Wednesday, Jan. 31 – Saturday, Feb. 2**, the NFL Player Care Foundation (PCF), supported by the NFL Alumni Association (NFLA), are 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 are 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 Hilton Minneapolis (1001 S. Marquette Ave., Marquette VI and VII Rooms) from **8 a.m. – 2 p.m.**

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.

NFLPA INITIATIVES

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

- Ten hot start-ups will pitch their business during NFLPA Pitch Day on **Wednesday, Jan. 31** from **1-6 p.m.** at WeWork (225 South 6th St.) 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. 3** from **10:30 a.m. – 1:30 p.m.** at Loring Bar & Restaurant (327 14th Ave. SE). Guests have the opportunity to mingle with other players, observe the artistic displays, and enjoy food and drinks.
- Through the NFLPA's #SportsBiz Local series, players will have the opportunity to tour and engage at iconic Minneapolis site and companies:
 - On **Thursday, Feb. 1** from **9 a.m. - 1 p.m.**, players will take a private tour of the legend Prince's private estate, Paisley Park.
 - On **Friday, Feb. 2** from **10 a.m. – 1:30 p.m.**, players will have the opportunity to participate in a behind the scenes tour and get a sneak peek of exclusive merchandise at Target's Downtown Minneapolis headquarters. Players will also explore the state of the art social media command center and have lunch with senior executives to learn how they can develop a post career path similar to former NFL player Ian Allen, Senior Manager of Finances and Strategy for Target.
 - Also on **Friday, Feb. 2**, Mayo Clinic's state-of-the-art Sports Medicine Center has created a special opportunity for local high school students and NFL players. Players will engage with aspiring athletes while interacting with performance and physician experts.

For more information, please contact Erin Hayes at erin.hayes@nflpa.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 Minnesota Super Bowl Host Committee's grants are focused on improving access and creating healthy behaviors for a lifetime, whether it's access to physical activity or nutritious food. To build a healthier, more active, life-changing future for all of Minnesota's children, the Super Bowl Legacy Fund's strategic areas of giving are fun, fuel and fundamentals.

As a culmination of the 52 Weeks of Giving Campaign, the year-long effort to award 52 Minnesota communities with grants leading up to the big game, NFL and Minnesota Super Bowl Host Committee executives will award the 52nd and final Super Bowl Legacy Grant to Anwatin Middle School (256 Upton Ave. S.) on **Thursday, Feb. 1** at **10 a.m.**

For more information, contact Ana Blinder at Ana.Blinder@NFL.com, Mike Howard at mhoward@mnsuperbowl.com or Cassie Batinich at cbatinich@webershandwick.com.

MINNESOTA SUPER BOWL HOST COMMITTEE LEGACY FUND 52 WEEKS OF GIVING CAMPAIGN

Minnesota Super Bowl Host Committee Legacy Fund 52 Weeks of Giving Campaign 52 Weeks of Giving is a year-long community giving campaign to ensure hosting the Big Game will leave a lasting legacy for Minnesota's children.

Each week, for 52 weeks, the MNSBHC Legacy Fund provides a capital grant to a community organization in Minnesota that is committed to improving the health and wellness of children. The grants help improve access to nutritious food and physical activity and create healthy behaviors in Minnesota's youth.

In addition to community grant giving, the Legacy Fund's Super School Breakfast campaign has brought Fuel Up to Play 60's Breakfast-in-the-Classroom program to elementary, middle and high schools in 52 communities statewide. Midwest Dairy Council, GENYOUTH, FuelUp to Play60 and the MNSBHC Legacy Fund provide the resources to make Breakfast-in-the-Classroom a reality. The campaign has given more kids access to healthy, nutritious food for a productive start each morning and the needed fuel to help them power through a healthy and active day.

The 52 Weeks of Giving Campaign will conclude with the announcement of the final community grant during the 10-day festival. The 52nd community grant will be celebrated at a special dedication event in Minneapolis on Thursday, Feb. 1.

For more information, please contact Cassie Batinich at 952-346-6073 or cbatinich@webershandwick.com or Michael Howard at 612-928-2448 or mhoward@mnsuperbowl.com.

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 family representatives of those who are no longer with us – will come together during Super Bowl weekend 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, Feb. 1** from **7 – 10 p.m.** and celebrate the past winners and their families through a premium evening of tributes. The event will feature meaningful conversations about their impact on the league 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 winners and create impact in their communities, 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.

For more information, contact Ana Blinder at Ana.Blinder@NFL.com.

MAKE-A-WISH®

Through the assistance of the NFL, Make-A-Wish will grant the wishes of 12 children to attend Super Bowl LII. Attending the Super Bowl continues to be a wish that transcends generations: every year since 1982, one or more wish kids has wished to attend the big game.

This year, the children and their families will arrive in Minnesota on **Thursday, Feb. 1** 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 U.S. Bank Stadium through the support of the NFL and other organizations.

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can have positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Based in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 33,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 34 minutes. It has granted more than 285,000 wishes since its inception in 1980; more than 15,300 in 2016 alone. Visit Make-A-Wish at wish.org to learn more.

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.

SUPER BOWL GOSPEL CELEBRATION

The 19th Annual Super Bowl Gospel Celebration (SBGC) will help kickoff Super Bowl LII with a star-studded music jubilation live taping on **Thursday, Feb. 1** at **7:30 p.m.**, at the Benson Great Hall at Bethel University (3900 Bethel Dr., Arden Hills). The annual event joins NFL players, top gospel, contemporary Christian and mainstream GRAMMY® Award-winning artists and other special guests to bring audiences an evening of uplifting music and inspirational messages. The one-hour special will air on BET Network on Saturday, Feb. 3.

For more information, visit www.superbowlgospel.com.

NFL WOMEN'S SUMMIT — "IN THE HUDDLE"

On **Friday, Feb. 2** from **8:30 a.m.-12:30 p.m.**, the NFL will host the third-annual *Women's Summit—In The Huddle*. Building on the success of last year's Women's Summit at Super Bowl LI, which engaged teen girls through an interactive event focused on personal development and achievement, this year's model will leverage the platform of the Super Bowl to celebrate women in sports with young women from the local Minneapolis community.

Female college and university students from the local Minneapolis area will join members of the broader NFL family and special guests for meaningful discussions on careers in sports, building strong support systems and the advancement of women on and off the field.

The *NFL Women's Summit—In The Huddle* is held in conjunction with Super Bowl LII and in collaboration with the Minnesota Super Bowl Host Committee and the Minnesota Vikings. The event will take place at Pantages Theater

(710 Hennepin Ave.) in Downtown Minneapolis. Speakers and special guests will be announced in the coming weeks.

The event is limited to invited guests. For more information, please follow #NFLWomensSummit on social media.

For more information about covering the Summit, contact Clare Graff at clare.graff@nfl.com and Molly Corbett at mcorbett@gpg.com.

MAN OF THE YEAR FAN FORUM

To recognize their outstanding contributions to the game and to their communities, the three *Walter Payton NFL Man of the Year* finalists will participate in a Man of the Year Fan Forum on **Friday, Feb. 2 at 10:30 a.m.** The 2017 Man of the Year finalists – to be announced this Sunday, Jan. 21 during the AFC Championship Game – will participate in a panel with NFL Commissioner **ROGER GOODELL** and answer questions from fans in attendance.

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. 3, the eve of Super Bowl LII, at 9 p.m. (ET and PT) on NBC. NFL Honors will be taped earlier that evening at the Cyrus Northrop Memorial Auditorium at the University of Minnesota in Minneapolis.

NOTE: Media are welcome to attend, but questions will be limited to the fans in attendance.

For more information, contact Ana Blinder at Ana.Blinder@NFL.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. 2** at the Hyatt Regency in Minneapolis. The annual event has been described by Jerry Jones as the "best event at the Super Bowl." More than 75 Gold Jackets (living Hall of Famers) and other NFL Legends will be on hand at the private event that honors Hall of Famer Bud Grant and the Wilf Family.

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

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

The Ross Initiative in Sports for Equality (RISE) and NFL will host their third annual Super Bowl Town Hall, "The Next Play: Best Practices for Using Sports to Improve Race Relations," on **Friday, Feb. 2** from **4-6 p.m.** at the Super Bowl Media Center presented by Microsoft (Mall of America). The event will be live streamed on RISE's Facebook page. Current and former NFL greats will participate in a panel discussion to review lessons learned from the activist athlete this season with a focus on what's coming next. RISE will release a report on athlete activism in 2017 and recommendations for best practices moving forward. RISE aims to use sports to improve race relations. To learn more, visit www.RISEtoWIN.org.

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

23rd ANNUAL REBUILDING TOGETHER "KICKOFF TO REBUILD"

For the past 23 years, Rebuilding Together has partnered with the NFL to host community revitalization projects in Super Bowl cities across the country. These NFL-sanctioned events provide critical home repairs for people in need and their communities.

This year Rebuilding Together Twin Cities will host a community revitalization project on **Friday, Feb. 2** from **8:30 a.m. – 1 p.m.** to rehabilitate six homes and develop a community garden in the Bryant neighborhood of South Minneapolis (401 E. 41st St.). The community garden will give neighbors access to fresh produce, which is extremely limited in the area, and offer residents opportunities to connect with their neighborhood. The Sankofa Garden will also work to establish a community kitchen, giving all neighbors a space to learn about fresh food preparation techniques and nutrition information. Over two days, hundreds of volunteers will help residents in need, providing critical home repairs that address health and safety concerns. As the result of this partnership, the Bryant neighborhood of South Minneapolis will be stronger, more vibrant community.

To learn more about Rebuilding Together's Kickoff to Rebuild project, visit rebuildingtogether.org/ktr.

For more information, contact Max Gouttebroze at mgouttebroze@rebuildingtogether.org.

NFL-USAA MILITARY OUTREACH

The following is a sampling of events planned for service members and their families in the Minneapolis 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 **Saturday, Feb. 3** 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 2017 Salute to Service Award presented by USAA at NFL Honors, a two-hour primetime awards special to air nationally on **Feb. 3**, the eve of Super Bowl LII, at 9 p.m. (ET and PT) on NBC. NFL Honors will be taped earlier that evening at the Cyrus Northrop Memorial Auditorium at the University of Minnesota in Minneapolis. 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 Ana Blinder at Ana.Blinder@NFL.com.

NFL HONORS INTERNSHIP PROGRAM

The night before the AFC and NFC champions meet at Super Bowl LII, the NFL will salute its best players, performances and plays from the 2017 season with a two-hour primetime awards special - NFL HONORS. The annual awards show and Red Carpet will take place at Northrop at the University of Minnesota and air on NBC at 9 p.m. ET/PT on **Saturday, Feb. 3**.

For the first time, the NFL is providing local students with the opportunity to be a part of the multi-faceted production of this prestigious event. Teaming with the University of Minnesota, the NFL offered internship positions in a variety of areas, including NFL Honors red carpet production, television production, media operations and public relations. Following an application process, 64 University of Minnesota students were selected to receive paid internships and will play an integral role in the preparation leading up to and the execution on show day in Minneapolis. In addition, University of Minnesota students, faculty, and alumni will have the opportunity to be a part of the awards show as volunteers onsite.

For more information, contact Catherine Boyle at Catherine.Boyle@nfl.com.

NFL & ALL PRO DAD FAMILY FOOTBALL CLINIC

Current and former players celebrate football and family at the third annual NFL & All Pro Dad Family Football Clinic at Super Bowl LII. 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. 3** at the (7000 Washington Ave. S., Eden Prairie). 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. The clinic will begin at **9:30 a.m.** with player media availability at **11:30 a.m.**

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

1st AND FUTURE

The NFL, in collaboration with Comcast-NBCUniversal and Mayo Clinic, is calling on innovators to share their solutions to help advance the game of football and athlete safety. On **Saturday, Feb. 3**, the partners will host 1st and Future, the NFL’s official pitch competition, at the Guthrie Theater (818 S. 2nd St.) from 8 a.m. – 12 p.m. Up to nine startups will be invited to present their game-changing technologies in the following three categories: Technology to Improve Athletic Performance, Advancements in Protective Equipment and New Therapies to Speed Recovery. The startups will pitch their products to an exclusive audience and one winner from each category will be selected by a panel of judges comprising of former NFL players, entrepreneurs and medical experts. The winners will receive a \$50,000 prize from the NFL and two tickets to Super Bowl LII.

For more information, visit <https://www.sportsengine.com/solutions/1st-and-future/> or contact Amy Jorgensen at Amy.Jorgensen@nfl.com.

SUPER BOWL BREAKFAST

The 2018 Super Bowl Breakfast will be held **Saturday, Feb. 3** at the Hilton Minneapolis (1001 S Marquette Ave.) from **8 - 10 a.m.** The breakfast will feature a presentation of the 2018 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**, Minnesota Vikings greats **JEFF SIEMON, ALAN PAGE, GREG COLEMAN, CHUCK FOREMAN** and **DOUG SUTHERLAND** and emcee **AKBAR GBAJABIAMILA**, co-host of American Ninja Warrior. Tickets can be purchased at www.superbowlbreakfast.com.

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

18TH ANNUAL PNE™ POWERED BY TOYOTA MOTOR NORTH AMERICA

The 18th Annual Player Networking Event™ (PNE) will take place **Saturday, Feb. 3** from **12 – 6 p.m.** on the 45th Floor of the Minneapolis City Center (33 South 6th St.). PNE, a collaboration of over 50 organizations, targets businesses 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 and employment.

Highlights for PNE 2018 include featured charities founded by current NFL players Chris Harris Jr. (Denver Broncos) and Malcolm Mitchell (New England Patriots); workshops on networking and socio-economic mobility; an Internet radio broadcast spotlighting player-owned businesses and transition success stories; hourly career-related social media challenges; a three-hour trade show; and a wine tasting wellness hour following the trade show.

For more information, visit www.pneinfo.com or contact pne@troupe21.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 LII, 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 \$25 million, which has provided more than 275 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 Saint Paul RiverCenter (175 W. Kellogg Blvd.) on **Saturday, Feb. 3** 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 27th 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 200 million new 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. **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 Pamela Spiegel at 212-768-0860 or Pamela@BrooksPR.com.

SUPER BOWL ENVIRONMENTAL PROGRAM

The NFL and the Minnesota Super Bowl Host Committee have teamed up to develop a series of initiatives to reduce the environmental impact of Super Bowl. Verizon is a key partner in several of these projects including Super Kids – Super Sharing, the Super Bowl LII Urban Forestry Project and a public E-Waste Recycling Rally. PepsiCo has joined NFL Environmental this year for an innovative Super Bowl waste reduction project.

The Super Kids – Super Sharing Sports Equipment and Book Donation event will be held **Thursday, Jan. 18** at Braemar Field in Edina. Tens of thousands of books, school supplies, games and pieces of sports equipment will be collected and distributed to low-income schools and youth programs throughout the region. As part of Super Kids,

local students will also donate used cell phones through the Verizon Foundation to support STEM education for all students. Verizon also has plans to donate \$25,000 to Sabathani Community Center to support their after-school STEM programming curriculum.

A Super Bowl LII E-Waste Recycling Rally was held in October and collected 42,081 pounds of e-waste which was responsibly recycled and kept out of local landfills. This recycling rally, sponsored by Verizon in partnership with the NFL and the Minnesota Zoo was the largest Super Bowl e-waste event to date.

Other environmental projects include:

URBAN FORESTRY

The “Greening” of Super Bowl has created a legacy in the Twin Cities region. Fourteen projects in nine communities added more than 12-thousand trees, 4-thousand native plantings and 8 pollinator gardens to local parks and recreation areas. The NFL teamed with the Minnesota Super Bowl LII Host Committee, Verizon and Andersen Corporation to fund the urban forestry projects, and worked with local organizations to implement the plantings.

GREEN ENERGY

“Green” energy will be used to power major Super Bowl event venues throughout the Twin Cities including US Bank Stadium, the Convention Center, and the hotels being used by the NFL and AFC teams and by the NFL Super Bowl staff. 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 Harvest Heartland and several local nonprofit organizations to provide meals for shelters, missions, soup kitchens and other community programs. Second Harvest Heartland will be implementing Feeding America’s MealConnect™ food recovery app in time for Super Bowl. The app is expected to increase food recovery.

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 25 years.

For more information, contact Jack Groh, NFL Environmental Program Director, at 401-952-0886 or Jack.Groh@nflenvironment.com.

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**Player appearances subject to change*

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

** All times CT*

Contact: Catherine Boyle, NFL, Catherine.Boyle@nfl.com
Ana Blinder, NFL, Ana.Blinder@nfl.com
Dana Gordon, Brener Zwickel & Associates, 856-397-2917, danag@bzapr.com
Elizabeth McCollum, Brener Zwickel & Associates, 813-421-0550, elizabethm@bzapr.com