



FOR IMMEDIATE RELEASE

EMBARGO UNTIL 7:30 AM on JUNE 29, 2022

Arizona Super Bowl Host Committee Announces Free, Outdoor Festival Week of Super Bowl LVII

Multi-day Festival at Margaret T. Hance Park in Downtown Phoenix

PHOENIX (June 29, 2022) — The Arizona Super Bowl Host Committee today announced plans to develop a free, multi-day, outdoor festival that will take place the week leading up to Super Bowl LVII at Margaret T. Hance Park in downtown Phoenix.

Fans of all ages will enjoy an immersive experience in the heart of the Valley with live music and entertainment, local cuisine, and multicultural celebrations. The day to night event, like Super Bowl Central in 2015, is anticipated to draw fans from around the state and world.

"We are thrilled to showcase Arizona and celebrate the Super Bowl by offering a free festival for all to enjoy. This stop on local and visiting fans' Super Bowl journey will be an experience that will highlight our state's diverse and vibrant culture," said Jay Parry, president & chief executive officer of the Arizona Super Bowl Host Committee.

In conjunction with the free fan festival at Margaret T. Hance Park in downtown Phoenix during Super Bowl LVII week, the NFL's Super Bowl Experience presented by Lowe's will take place at the Phoenix Convention Center and will offer fans the opportunity to collect autographs from current NFL players and Legends, participate in interactive games, youth football clinics and more. More "know before you go" details on fan access, tickets, and hours of operation will be posted on SuperBowl.com in the coming months.

This is the fourth time Arizona has hosted the Super Bowl, joining only four other cities (South Florida, New Orleans, Los Angeles, and Tampa Bay) with this distinction. The last Super Bowl hosted in Arizona in 2015 resulted in an economic impact totaling \$719 million. As a liaison between the NFL and all regional efforts, the Arizona Host Committee is committed to driving lasting social and economic impact on Arizona communities while hosting a successful Super Bowl LVII in partnership with stakeholders and sponsors.

About Margaret T. Hance Park

Margaret T. Hance Park is named in honor of the city's first female mayor. The 32-acre park is located in the heart of downtown Phoenix, sitting atop the Interstate-10 freeway tunnel, between 3rd Ave. and 3rd St. The park is steps away from Roosevelt Row Artist District and a brief 10-minute walk from the NFL's Super Bowl Experience presented by Lowe's at the Phoenix Convention Center.



FOR IMMEDIATE RELEASE

About the Arizona Super Bowl Host Committee

The Arizona Super Bowl Host Committee is a private, non-profit Arizona corporation responsible for planning and executing a successful Super Bowl LVII in 2023. The mandate of the Host Committee is to galvanize local stakeholders in a united approach to hosting the largest single-day sporting event by maximizing positive media exposure, fueling the economic engine of Arizona and leaving a lasting legacy. The Host Committee serves as liaison between the NFL and all regional efforts, culminating with the game in 2023 at State Farm Stadium, home to the Arizona Cardinals. For more information, visit azsuperbowl.com or follow on Twitter and Instagram @AZSuperBowl.

For inquiries, email media@azsuperbowl.com.