



March 30, 2009

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SUPER BOWL XLIII COMMUNITY OUTREACH REPORT

Tampa, Fla. – As the Tampa Bay Super Bowl Host Committee prepares to close its offices, it has compiled a look at the community outreach impact of the Super Bowl.

“The viewership and visitor statistics for Super Bowl XLIII are staggering, but equally as impressive was the impact of the Super Bowl from a community outreach standpoint,” said Host Committee Chairman R.A. “Dick” Beard III. “The results of school-based programs, business development opportunities and environmental projects will serve as the game’s legacy for many years to come.”

Below is a sample of the Super Bowl’s community impact on Tampa Bay:

- More than 130 local minority- and woman-owned businesses received Super Bowl-related contracts thanks to their involvement in the NFL’s Emerging Business program. These companies procured more than \$3.96 million in Super Bowl business.
- The NFL Environmental Program collected more than 34 tons of recyclable materials which were diverted from landfills. More than \$200,000 in office supplies, décor and building materials was donated to local nonprofit organizations. Additionally, 65,000 pounds of prepared food was collected from various Super Bowl events and donated to local food banks and charities.
- Through the NFL Environmental urban and community forestry initiative, approximately 2,000 trees were planted at 26 different sites throughout Tampa Bay. More than 56 community organizations were involved alongside 600 volunteers.
- More than 100 Tampa Bay schools joined in the Super Kids Super Sharing program and collectively donated more than 48,000 books and pieces of sports equipment. The items have been distributed to more than 55 schools and charitable organizations.
- The NFL YET Centers of Tampa Bay, a public/private partnership with the City of Tampa and Hillsborough County, received a \$1 million matching donation from the NFL to expand both the Jackson Heights and Mort Park YET Centers. At Mort Park, an additional donation of \$150,000 by the Glazer Family Foundation established the new Glazer Family Field and Fitness Trail for use by both YET and the community. A \$100,000 partnership with the Patel Conservatory was instituted to provide on-site music, dance and theatre programming and multimedia training in recording and digital arts to YET youth.
- The Super Learning in a Super City program was used in 109 area schools by 277 teachers. The curriculum-based youth outreach program touched more than 12,000 youth throughout Tampa Bay.

“For a host community like Tampa Bay, the Super Bowl means much more than a football game,” said Curtis Stokes, chairman of the community outreach committee. “Not only does the community benefit from the heightened exposure to millions of people around the world, these local efforts enrich the lives of area youth and strengthen our community’s business foundation. Tampa Bay can use this model in hosting other high profile sporting events and activities in the future.”

The Tampa Bay Super Bowl Host Committee is a not-for-profit, 501(c)(6), Florida corporation governed by a small board of directors. The Committee serves as the liaison between the National Football League and local efforts and has the ongoing responsibility for implementing Tampa Bay’s plan for Super Bowl XLIII culminating with the game on February 1, 2009 at Raymond James Stadium. For more information, visit www.TampaBaySuperBowl.com.