



FOR IMMEDIATE RELEASE

NFL AND NEW YORK/NEW JERSEY SUPER BOWL HOST COMMITTEE ANNOUNCE PLANS FOR SUPER BOWL XLVIII LEGACY PROJECT

HOBOKEN, NJ – April 26, 2013 –New Jersey **GOV. CHRIS CHRISTIE** joined the National Football League and the New York/New Jersey Super Bowl Host Committee today to announce plans for the Super Bowl XLVIII Legacy Project.

The NFL and the NY/NJ Host Committee will grant \$2 million to be distributed by the Host Committee's Snowflake Youth Foundation to areas in need around New York and New Jersey. The focus will be on revitalizing and rebuilding places for youth to be active and healthy, including in areas affected by Superstorm Sandy. Capital improvement projects throughout the two states will include field refurbishments, playground construction and equipment donations.

The announcement was made at the Hoboken, NJ Boys and Girls Club which suffered major damage last fall as a result of Superstorm Sandy. A new wood gymnasium floor was constructed at the club embedded with NFL PLAY 60 and Super Bowl XLVIII logos. The NFL and members of the New York Giants and New York Jets conducted a PLAY 60 clinic for local youth and on the new gym space, which is integral to the Boys and Girls Club's after-school activities.

On hand for the announcement in addition to Gov. Christie were: NFL Commissioner **ROGER GOODELL**; Co-Chairman of the NY/NJ Super Bowl Host Committee and Owner of the New York Jets **WOODY JOHNSON**; Co-Chairman of the NY/NJ Super Bowl Host Committee and Co-Owner of the New York Giants **JONATHAN TISCH**; New York Giants President and CEO **JOHN MARA**; NY/NJ Super Bowl Host Committee President and Chief Executive Officer **AL KELLY** and **JIM CLARK**, President of the Boys & Girls Clubs of America. Also appearing were former Jets Hall of Fame running back **CURTIS MARTIN** and current New York Giants players **MARK HERZLICH** and **STEVE WEATHERFORD** and New York Jets **VLADIMIR DUCASSE** and **HAYDEN SMITH**.

Super Bowl XLVIII will be played at MetLife Stadium in East Rutherford, NJ on February 2, 2014.

The NFL Foundation annually donates \$1 million toward Super Bowl legacy programs and is matched by local private and public donations.

“Supporting our communities is an important part of what the NFL stands for, and we are proud to contribute a \$1 million grant that will have significant impact long after the last play of Super Bowl XLVIII,” said Goodell.

“True to the form of its host region, Super Bowl XLVIII is setting out to do great things in the philanthropic space,” said Tisch. “We believe that the unique assets of the New York and New Jersey area, coupled with the excitement and goodwill that innately surround the Super Bowl, will be powerful agents for positive change.”

“As a game of significant ‘firsts,’ the NY/NJ Super Bowl will undoubtedly be remembered for many of its historic elements,” said Johnson. “Equally important is the game’s effect on the surrounding neighborhoods, and we are committed to guaranteeing that its most worthy record will be displayed through a great number of good works completed in the community.”

“The Super Bowl will come to town in late January of 2014, but the work of the charity projects will ensure that its legacy remains in the area for decades to come,” said Kelly. “The Host Committee is proud to partner with the NFL on these initiatives, which will harness the power of the big game for a lasting good in New York and New Jersey.”

The NFL and NY/NJ Host Committee will announce more details on the additional projects at an event next month, 250 days from kick off Super Bowl XLVIII.

The Hoboken project is just one in a series of activities and events that will call New Jersey home as part of the Super Bowl festivities.

Key occasions timed to both the ceremonial start and end of Super Bowl Week will take place in New Jersey, with many additional activities scheduled to occur in the state all throughout the weeks leading up to the game.

The first official public event of Super Bowl Week – Media Day featuring players of both participating teams – will be held at the Prudential Center in Newark, on Tuesday, January 28.

In addition, New Jersey will host the two competing teams at Jersey City hotels during their extended stay in the area. The teams will also practice in New Jersey

– with the NFC team utilizing the Timex Center and the AFC the Atlantic Health Facility at Florham Park.

Another mainstay Super Bowl event, the NFL’s Tailgate Party, which is held during the final hours leading up to kick off, will take place at the Grandstand at the Meadowlands Racetrack. The NY/NJ Super Bowl Host Committee’s pregame party also will be held in New Jersey.

ABOUT THE NFL FOUNDATION

The National Football League Foundation is a non-profit organization dedicated to improving the lives of those touched by the game of football – from players at all levels to communities across the country. The NFL Foundation represents the 32 NFL clubs and supports the health and safety of athletes, youth football, and the communities which support our game.

#