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**MAYOR BLOOMBERG, NFL COMMISSIONER ROGER GOODELL AND
2014 NY/NJ SUPER BOWL HOST COMMITTEE ANNOUNCE PLANS AND EVENTS
FOR SUPER BOWL XLVIII**

*New York City to Transform Portion of Broadway into Free and Fan Friendly
“Super Bowl Boulevard”*

Super Bowl Media Center to be Housed at the Sheraton in Midtown Manhattan

Mayor Michael R. Bloomberg, National Football League Commissioner Roger Goodell and the 2014 NY/NJ Super Bowl Host Committee today announced an overview of events and plans for Super Bowl XLVIII and a week of activities leading up to the game in February 2014. Among the announced plans for the region’s first Super Bowl is the creation of a “Super Bowl Boulevard,” which will transform a portion of Broadway in midtown Manhattan into a massive fan event with free admission. In addition, the Super Bowl Media Center will be housed at the Sheraton Hotel in midtown Manhattan for hundreds of media organizations from around the country and around the world. Signature events, including the annual NFL Honors awards show, also will take place in New York City. The Mayor and Commissioner Goodell were joined by Co-Chairman of the NY/NJ Super Bowl Host Committee and Owner of the New York Jets Woody Johnson, Co-Chairmen 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 Manhattan Borough President Scott M. Stringer.

“New York City is already the nation’s Super Bowl champion of tourism destination and next year around this time hundreds of thousands of fans from across the country and around the globe will converge on our region to see the NFL’s best,” said Mayor Bloomberg. “All these activities are going to show our city’s best face to people from around the world and will make being in New York for the Super Bowl truly memorable.”

“For the New York/New Jersey Super Bowl, we’ve embraced the opportunity to create plans that are as big, bold and unique as New York City and the surrounding region itself,” said Goodell. “While we can only fit 80,000 fans into MetLife Stadium for the game in East

(more)

Rutherford, New Jersey, we look forward to hosting hundreds of thousands of people at different attractions and events during Super Bowl Week, throughout all parts of the area.”

“The New York/New Jersey region is no stranger to blazing new and exciting trails, and Super Bowl Boulevard is no exception,” said Johnson. “Super Bowl Boulevard and the events of Super Bowl Week will complement our growing legacy, which includes being the first game hosted by two NFL franchises and by two states, the first in the Northeast, and the first in an open-air venue in a cold-weather city.”

“When both teams first came together and set out to host the Super Bowl, a motivating purpose was to showcase our region and all of its iconic elements,” said Tisch. “A Super Bowl Boulevard, booming and bustling in the literal and metaphorical heart of New York City, allows for key aspects of the world’s biggest sporting event to truly be displayed on the world’s biggest stage.”

“As we begin our one year countdown to game time, we look forward to Super Bowl Week, which will kick off the energy, excitement, and economic value associated with the big event,” said Kelly. “In its spot on center stage, Super Bowl Boulevard will incorporate all of these elements and more, including a special fan attraction, which will not be a zip line as seen in Indianapolis, but promises to be as fun and enjoyable.”

“As a life-long Jets fan, I’m hoping Super Bowl XLVIII will be a home game for Gang Green. But whether or not the Jets make it to the field, today’s announcement is a win-win for New York City,” said Borough President Stringer. “Super Bowl Boulevard will be a grid-iron bonanza, attracting tens of thousands of sports fans to our City’s restaurants, hotels and small businesses, and generate millions in revenue for the City’s economy. This is an exciting day for New York City, and I want to thank Mayor Bloomberg, Commissioner Goodell, Woody Johnson, Jonathan Tisch, John Mara, and NY/NJ Super Bowl Host Committee President and CEO Al Kelly for their collaboration and teamwork in this undertaking.”

“Super Bowl Boulevard” will serve as the epicenter of New York City’s Super Bowl events leading up to the game, to be played on February 2 at MetLife Stadium in East Rutherford, New Jersey. Working in conjunction with the City of New York, the NFL will transform a portion of Broadway into the sports and entertainment hub of Super Bowl week. “Super Bowl Boulevard” will serve as the NFL’s marquee event for fans in New York during the week-long celebration leading up to the Super Bowl. It will begin on 44th Street, in the middle of Times Square, and stretch down Broadway to the Miracle on 34th Street from Wednesday, January 29 to Saturday, February 1, 2014. While Broadway will be closed to traffic, cross streets in this area will remain open. “Super Bowl Boulevard” will welcome fans from around the world, to experience for free a football festival never seen before in New York City.

Among the displays will be fan favorites normally seen at previous NFL Experience events, including interactive activities that allow fans to throw a touchdown, catch a pass, or kick a field goal.

The space will boast excitement and activities such as:

- The Vince Lombardi Trophy display
- Nightly concerts
- Football clinics and competitions
- NFL Network/FOX/ESPN and additional broadcast positions
- Warming stations for guests
- Sponsor activation areas
- Player appearances/ free autographs
- NFL-themed exhibits

Additional New York City Super Bowl Activities

In addition to the Super Bowl Boulevard, the NFL announced that a number of Super Bowl parties and functions will take place in New York City. Among the highlights:

- The Super Bowl Media Center, which will service more than 5000 credentialed media from around the world, will be held at the Sheraton.
- New York City will also host a number of events, including the Media Party, which will be held at Chelsea Piers on Tuesday, January 28 of Super Bowl Week.
- The Friday Night Party, NFL House, a hospitality center for business partners, and the annual NFL Honors nationally televised awards show will all take place in New York on Friday, January 31.
- The NFL will work out of its league headquarters on Park Avenue.

New Jersey Super Bowl Activities

New Jersey Governor Chris Christie announced earlier today the state of New Jersey will also host a series of activities and serve as a central point for the participating teams and their respective contingencies. The popular Media Day will be held at the Prudential Center in Newark on Tuesday, January 28, marking the first time that the event will be held outside of the game's host venue. During the final hours before kickoff, the NFL's Tailgate Party will be held at the Grandstand at the Meadowlands Racetrack on Sunday, February 2.

The two participating teams will lodge at hotels in New Jersey. 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. In addition, the NY/NJ Super Bowl Host Committee's pre-game party will be held in New Jersey, as will the postgame parties for both participating teams, all at venues to be announced.

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