



# Cactus Weekly Update



Vice Mayor Ian Hugh - Glendale, Arizona

February 6, 2015

**Boards and Commissions.** Are you looking for a way to serve and shape your community? Citizen involvement and input is essential to the success of local government. The city encourages you to consider submitting an application for appointment to one of Glendale's boards and commissions. Most boards/commissions meet once a month. We encourage you to apply for more than one board/commission because vacancies occur monthly. For the most current vacancies or a list of boards/commissions to serve on you may visit <http://www.glendaleaz.com/boardsandcommissions/>. For further information you may contact Kriss Carneal at 623-930-2814 or e-mail her at [kcarneal@glendaleaz.com](mailto:kcarneal@glendaleaz.com).

**Glendale's Got Game with 2nd Successful Super Bowl!** Nearly 70,000 fans inside the University of Phoenix Stadium in Glendale and millions around the world watched the New England Patriots beat the Seattle Seahawks in one of the most exciting down-to-the-wire finishes in Super Bowl history.

Like the players on the field, city workers put their heart and soul into years of behind-the-scenes preparations for this game; from public safety, to traffic coordination, media outreach and hospitality to welcome tens of thousands of visitors, the city proved "Glendale's Got Game".

**Glendale's scorecard:**

- On Super Bowl Sunday, an estimated 100,000 people enjoyed both the football game and dining and entertainment, including a live concert series at Westgate Entertainment District in Glendale.
- In the last month, nearly 42,000 stories have featured Glendale being the host city for Super Bowl XLIX. Unprecedented media exposure, included features in The Wall Street Journal, NBC News, NBC Sports, Fox Business News, CBS News as well as numerous local television stations, newspapers and digital sites from Seattle to Boston and around the globe.
- In the months leading up to game day, the Glendale Convention and Visitors Bureau (CVB) received more than 10,000 requests for information about the city and the West Valley.
- The CVB's social media channels tripled in engagement with contests for tickets to The Tonight Show Starring Jimmy Fallon and to the DIRECTV Super Fan Festival.
- Numerous media outlets originated their Super Bowl coverage from the Glendale Media Center directly across from the University of Phoenix Stadium including news outlets from San Francisco, Spokane, Boston, Albuquerque and international coverage from Mexico and Ireland's state run television network.
- The DIRECTV Super Fan Festival played host to tens of thousands of fans in the satellite TV provider's first ever three-day event at the Pendergast family farm with artists including Rihanna, Imagine Dragons, Snoop Dog and The Zac Brown Band.
- The city successfully welcomed thousands of visitors to Historic Downtown for the "Glendale Chocolate Affaire" which included "Super Street" decorated in Seattle Seahawks and New England Patriot team colors.

Glendale's first Super Bowl was in 2008 and the success of the 2015 Super Bowl is also due to the cooperation with its regional partners, including the Arizona Super Bowl Host Committee, the Westgate Entertainment District, Unified Public Safety Command and countless others that worked to create a once in a lifetime experience, ensuring that Glendale solidifies its reputation as a premiere sports and entertainment destinations in the country.

For information about the city of Glendale, visit [www.visitglendale.com](http://www.visitglendale.com) or [www.glendaleaz.com](http://www.glendaleaz.com).

**Oh So Lovely "Galentines" Day Event Planned in Downtown Glendale.** Of course you've heard of Valentine's Day, but have you heard of "Galentine's" Day? Made popular by a television show, the concept is to focus not on the love between partners, but the love between friends. On Saturday, February 14, from 10 a.m. to 3:30 p.m., Historic Downtown Glendale will be the place to bring your gals for a fun day of activities to celebrate friendship.

Participating merchants wanted to create an event to celebrate this strong love between women, and in partnership with the Glendale Convention & Visitors Bureau, they are planning a perfect day for you and your best friends to celebrate Valentine's Day. This party is all about celebrating love, your love for your friends, and your love for yourself with a little splurging.

"The connections that women make with each other, the support they give and take, and the loyalty through thick and thin, all those deserve to be celebrated," stated Valerie Burner, owner of Bears & More and event chair. "There is no better day to host this party than the day that is about celebrating love."

As you travel around from shop to shop, you and your "galentines" will enjoy collecting Valentines that you can add to a garland which you can hang at home. This special day is different from many of the other events in the Historic Downtown area, as it has been planned with an adult audience in mind. There will be fun things to do along the way too, from paint demonstrations to card making, aromatic massage, sweet treats to taste and more.

Make your plans now to attend the Oh So Lovely "Galentine's" Day party in Catlin Court and Historic Downtown Glendale on Saturday, Feb. 14 from 10 am until 3:30 pm. Start your day at the Glendale Visitor Center to pick up an activity list and the beginning pieces to your Vintage Valentine garland (for the 1st 100 visitors).

For more information, visit the Glendale CVB website [here](#), or call 623-930-4500.

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