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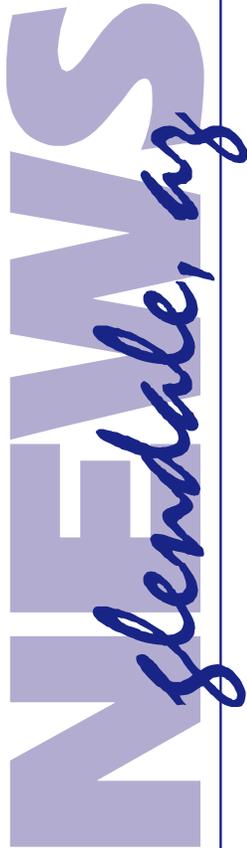
GLENDALE CITY COUNCIL VOTES TO SUPPORT 2014 SUPER BOWL BID

GLENDALE, Ariz. – The eyes of the world may once again be shining on Glendale with the world’s largest sporting event: Super Bowl XLVIII. The Glendale City Council approved a resolution to support the 2014 Super Bowl bid, which will be presented to the NFL in April.

As potential host to Super Bowl XLVIII, this move positions Glendale as the first city in the Valley to formally support the bid proposal and now allows the Arizona Super Bowl Host Committee to engage other cities to begin the process to bring the Super Bowl back to Arizona for a third time. As host city for the game itself, the host committee asked first for Glendale’s support before engaging other surrounding cities.

“The Glendale City Council believes submitting a Super Bowl bid for 2014 honors our continued commitment to use the amenities and infrastructure that we have built around the state-of-the-art stadium to attract hundreds of thousands of people to Glendale, while also stimulating the Arizona economy,” Vice Mayor Manny Martinez stated. “We are prepared to provide the support needed to make this a world-class event, one even more impressive than Super Bowl XLII which we hosted in 2008.”

Hosting the game once again will create an economic stimulus package for the entire state of Arizona. In 2008, the Super Bowl generated a record \$500.6 million and attracted 100,000 visitors to our state.



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Arizona
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training base
in the world

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In addition, a returning Super Bowl will have the following positive impact:

- The NFL is looking at potentially combining the ever popular Pro Bowl location to whichever city hosts the Super Bowl that year. That additional game would increase the number of visitors to the area for a longer period of time, while positively affecting the economic impact the region would see.
- Glendale's expected commercial and retail development in its sports and entertainment district in the next four years will see unprecedented growth and provide countless opportunities for visitors, as well as the opportunity to host new events tied to both the Super Bowl and potential Pro Bowl. Hotel rooms surrounding the stadium are expected to almost double by 2014.
- Glendale's new spring training baseball facility, recently voted Outstanding Spring Training Baseball facility by Baseball Digest, is just one of the new developments in the area that could play host to the world class events surrounding a Super Bowl or Pro Bowl.

In the next five years, the stadium and nearby Jobing.com Arena will host several national and international events, including five Fiesta Bowls, a BCS National Championship game and Wrestlemania. These premiere sporting events show Glendale's ability to handle world class activities, and at the same time, create the ultimate fan experience.

“Our work with the City of Glendale in 2008 led to one of the best Super Bowl experiences for the NFL and its fans,” said Michael Kennedy, chairman of Arizona Super Bowl Host Committee.

“We look forward to working once again with the city hosting Super Bowl XLVIII in 2014.”

For more information, visit www.glendaleaz.com.

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