



## NEWS FOR IMMEDIATE RELEASE

GlendalesGotGame.com



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## **GLENDALE'S GOT GAME WITH 2<sup>ND</sup> SUCCESSFUL SUPER BOWL!** *Estimated 100,000 people celebrate Super Bowl XLIX in Glendale's Sports & Entertainment District*

GLENDALE, Ariz. – Tonight, 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.



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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.glendaleaz.com](http://www.glendaleaz.com) or [www.visitglendale.com](http://www.visitglendale.com).

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***See Glendale Mayor Jerry Weiers and fans instant reaction following the successful Super Bowl XLIX in Glendale at <http://youtu.be/LlxLywqKjNk>***