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FOR THE SECOND YEAR IN A ROW, GLENDALE'S GOT MAGIC IN ITS GAME

GLENDALE, Ariz. – Last night, fans from around the world watched the New York Giants beat the New England Patriots in what is certain to be one of the greatest upsets in Super Bowl history. Much like the 2007 Fiesta Bowl, football history was made in Glendale and fans were treated, both on and off the field, to a historic sports extravaganza.

Much like the players on the field tonight, city workers put their heart and soul into this game. For the past five years, Glendale employees, businesses and residents have been outlining every detail to ensure that the greatest one day sporting event in the world would go off without a hitch.

From traffic planning, to opening restaurants and hotels, to media outreach to preparing to welcome tens of thousands of visitors, city leaders feel the execution of Super Bowl XLII went even better than they could have hoped for.

Glendale's scorecard:

- In addition to being front and center during game coverage, Glendale received unprecedented media exposure, including a centerpiece story in the Sunday New York Times, USA Today, live coverage from Fox News Channel, Fox Business Channel, and Fox's Super Sunday pre-game show, as well as numerous affiliate outlets from New York, Boston and around the country.
- In the last week, almost 2000 stories have been broadcast about the city to a nationwide audience of more than 200 million people, at an estimated value of nearly \$10 million dollars.
- The city hosted several hundred members of the media, including Fox News and Sports, HBO, CNN and the Weather Channel at its state of the art media center.
- Community and business leaders welcomed the New York Stock Exchange to Glendale for the first-ever ringing of the Friday closing bell in Arizona and at a Super Bowl. Each week, the event is the single most viewed image in the world.
- In just four weeks, the Glendale Visitor Center welcomed nearly 2,000 people through its doors and distributed nearly 100,000 pieces of printed materials throughout the country.
- The city partnered with local shops, hotels and restaurants to distribute more than 250,000 commemorative "Cerreta's chocolate Glendale coins."
- Successfully welcomed residents and visitors to Historic Downtown Glendale for the "Glendale Chocolate Affaire."
- Hosted an estimated 150,000 people at the NFL Experience.
- In less than a year, the city celebrated the opening of nearly 1,000 additional hotel rooms and the opening of more than a dozen restaurants.
- Had more than 16 million hits on its web sites in just over four weeks.
- Mother nature even got in on Glendale's game, keeping rain from the sports and entertainment district, and ensuring roads and fans stayed dry.

Glendale would like to thank its incredible partners, including the Glendale community, Super Bowl Host Committee, Unified Public Safety Command, the NFL, Westgate, the University of Phoenix Stadium and countless others for helping create a once in a lifetime experience and ensuring that Glendale cements its reputation as one of the premiere sports and entertainment destinations in the country. For information about the city of Glendale, visit www.glendaleaz.com or www.visitglendale.com.

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