

INSIDE THE HUDDLE

THE OFFICIAL PUBLICATION OF THE ATLANTA SUPER BOWL HOST COMMITTEE



4TH AND GOAL

THE FINAL COUNTDOWN TO SUPER BOWL LIII



ATLANTA
HOST TO SUPER BOWL LIII



Wes Durham, Arthur Blank, Roger Goodell and Rich McKay

ATLANTA'S GOT GAME

With its state-of-the-art stadium, walkability, diversity, and Southern hospitality, Atlanta is poised to make its mark as a Super Bowl super host. **By Rachel Reiff Ellis**

It's been 19 years since Super Bowl last came to Atlanta, and in the interim, both the city and the event have expanded in epic proportions. But if there's one thing Atlanta knows how to do in the face of a challenge, it is rise up.

"We use the expression 'Welcome Home' to the fans who come into our stadium," said Atlanta Falcons owner Arthur Blank in his remarks to Atlanta Super Bowl Host Committee's Advisory Board at the Atlanta Botanical Gardens on November 13. "I think [the crowd is] going to feel that inside the stadium, and they're going to feel that throughout the city."

Joining Blank on the panel were NFL Commissioner Roger Goodell and Atlanta Falcons President and CEO Rich McKay. The luncheon was a chance for major players in the planning and execution of the Super Bowl to hear more about preparations for the big event and included business leaders from Georgia Power, SunTrust Bank, Georgia Pacific, Southern Company, Georgia World Congress Center Authority, among others, as well as Atlanta Mayor Keisha Lance Bottoms, who said Atlanta is "ready and excited."

"The impact of Super Bowl won't just be felt on gameday. We are already seeing and feeling the impact across our city through transformations in our parks, and soon, murals throughout our city," Bottoms said.

Fox Sports announcer and "voice of the Falcons" Wes Durham was on hand to emcee the conversation with Goodell, Blank, and McKay about what Atlanta and Mercedes-Benz Stadium have to offer as backdrops to one of world's largest sporting events.

"The world comes to Super Bowl," said Blank. "And they'll have a chance to see firsthand the international sense that Atlanta has. I think that's important for our sport, and it's important for the NFL, which has expanded internationally, to send the message that we've got the world's greatest sport here in America."

Over the years, Super Bowl has become much more than just one game on one day. Atlanta provides the ideal setting to showcase all the additional excitement in the community. From concerts to sponsor promotions to other fan-focused festivities, both the home crowd and Super Bowl visitors will have a chance to touch some part of the celebration.

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Goodell called Mercedes-Benz Stadium "remarkable" and recognized the work of those who helped bring it to fruition. "That's our stage—a tremendous stage many people around the world will be looking at and marveling at," said Goodell.

McKay noted fans should expect a transformation of the already-extraordinary venue for Super Bowl LIII. "The building is spectacular, but [the Super Bowl] will have an impact on it. They do a lot to make it really cool for the event, and we're looking forward to it."

Super Bowl potential was a high priority when choosing the stadium construction site, said Blank, and the benefits of that vision are being realized today. "The best Super Bowls I've attended have been ones where you didn't spend half the day in traffic," said Blank. "I think people are going to find it easy to attend a lot of events with their friends and family and sponsors that are here. We have the highest percentage of public transportation attendance in the NFL [at Mercedes-Benz Stadium]."

The central location of the stadium is a large part of what makes Atlanta uniquely suited as a city to welcome the whole celebration to its downtown hub. Typically, Super Bowl stadiums are situated farther from the heart of the host city, which makes for a weekend filled with events spread far and wide. But Atlanta's Super Bowl celebration will primarily take place inside one square mile.

"The NFL has fifteen sanctioned events [for Super Bowl], and thirteen of them will be walkable [from the stadium]," says McKay. "The second highest in the last five Super Bowls was five. So, five out of fifteen versus thirteen out of fifteen is a big deal. All the concerts and everything else will be right there with the stadium right in the background."

"Only so many people can fit inside that stadium [on game day], but we want this community to feel like this is their Super Bowl and to experience it and be part of the events," said Commissioner Goodell.

"When all the planning, and all the work and all the focus that it takes to put on an event like this comes together, and you get done, and everybody leaves town, you're left with this tremendous pride of putting on an event that hundreds of thousands of people have enjoyed. That's a remarkable feeling of satisfaction."



12,000 hotel rooms within walking distance of the stadium



250 bike racks surrounding the stadium



3 MARTA rail stops inside a 0.7-mile radius of the stadium



13 NFL events within half a mile of the stadium





YOUTH ENGAGEMENT:

GWINNETT GIRLS IN THE GAME

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he Atlanta Super Bowl Host Committee celebrated the first-of-its-kind girls flag football league by hosting a “Gwinnett Girls in the Game” Rally on Wednesday, November 28. More than 400 high school girl student-athletes were spotlighted among their family, friends and schools.

Entertainment elements of the rally featured local food truck vendors, foam finger giveaways and tailgate games at five high schools across Gwinnett County: Brookwood, Collins Hill, Discovery, Lanier and Peachtree Ridge. In round-robin tournament style, each site hosted up to four teams participating the Gwinnett Girls Flag Football League.

“Witnessing the excitement and momentum around girls flag football locally has been inspiring,” said Brett Daniels, chief operating officer at the Atlanta Super Bowl Host Committee. “The Atlanta Falcons have done an outstanding job in moving the needle, working with local school authorities and athletic departments, to get girls actively involved in the sport. With youth engagement being a key pillar of our Legacy 53 community initiatives, it only felt right to show our support and build a rally around the 19 teams participating in the new league.”

Radio station 92.9 The Game promoted the rally on-air leading up to the event and setup an activation on game night at Collins Hill. With several other media outlets in attendance, it is clear that there is an appetite to grow girls flag football locally. Gwinnett County Public Schools in the first school district in the state of Georgia to adopt girls flag football as a sanctioned sport. The league has accomplished many milestones in its first season, including more than 100 girls trying for a 20-person roster.

Atlanta Public Schools recently announced that it will offer flag football to seventh and eighth grade girls at over a dozen middle school sites in the 2019-2020 academic year.



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SUPER BOWL LIVE

presented by **verizon**

WELCOME TO THE PARTY

With Super Bowl LIII less than 53 days away, the Atlanta Super Bowl Host Committee has unveiled additional details around Super Bowl LIVE presented by Verizon, including partner activations from Hyundai, Frito-Lay, Ford and Verizon, as well as the first round of musical acts and a breakdown of musical talent by genre for each night of the festival.

“Super Bowl LIVE presented by Verizon is a free, family-friendly event that gives the general public an opportunity to be involved in Super Bowl LIII while embracing Atlanta’s renowned music scene,” said Brett Daniels, chief operating officer of the Atlanta Super Bowl Host Committee. “We’re thrilled to have brands like Verizon, Ford, Frito-Lay and Hyundai on board as partners to help make this event an unforgettable experience for fans and the City of Atlanta as a whole.”

At Super Bowl LIVE, Hyundai will invite guests to its “Fan Jam” activation, which will feature opportunities to compete in games against friends and family, as well as an opportunity to win tickets to Super Bowl LIII.

Frito-Lay and Tostitos, the Official Chip & Dip of the NFL, will have a Tostitos Cantina at Super Bowl LIVE, where NFL legends will stop by to compete in various challenges, including a nacho-making competition, while meeting and greeting fans.

Guests at Super Bowl LIVE can also experience the Built Ford Tough VR Drive-In, which features a virtual reality fan journey to Atlanta. Guests can hop into a Ford F-150, Super Duty or new Ford Ranger, strap on a pair of VR goggles and head to Atlanta from a variety of locations around the country. Guests will also have opportunities to meet NFL players and legends or win a NFLShop.com gift card.

Verizon will engage with fans through multiple activations, including the stageside Verizon Up Members Lounge where NFL players and legends will make appearances throughout the week. In addition, the Verizon Experience will offer consumers a peek into the future of 5G and how it will change their fan experience through technology both in their homes and their home stadium. Yahoo Sports will create original content and host interviews with NFL talent from the Verizon Experience.

In addition to the activations, Super Bowl LIVE will include ESPN, NFL Network and 11Alive Atlanta, each of which will be broadcasting from the event.

Centennial Olympic Park in downtown Atlanta will be the site of the free, large-scale fan festival leading up to Super Bowl LIII on Sunday, February 3, 2019. Confirmed musical acts on the Verizon Up Stage for Monday, Jan. 28, and Saturday, Feb. 2 are as follows:

JANUARY 28

- DJ Holiday & Friends**
- YFN Lucci
 - Waka Flocka
 - K Camp
 - Trinidad James
 - Goodie Mob

FEBRUARY 2

- DJ Smurf & Friends**
- Tag Team
 - MC Shy D
 - Ying Yang Twins
 - Kilo Ali



The Verizon Up Stage will feature KD Bowe as the host for all nights of the concert series. Bowe currently serves as an on-air personality for Atlanta’s Radio One and in-game host for the Atlanta Falcons.

Super Bowl LIVE presented by Verizon will be open to the public during the following days and times with the following confirmed musical genres by day (for the 4 PM to close timeslots).

SATURDAY JAN. 26: 11 AM - 10 PM	HIP HOP
SUNDAY JAN. 27: 12 - 7 PM	COUNTRY
MONDAY JAN. 28: 4 - 9 PM	HIP HOP/R&B
TUESDAY JAN. 29: CLOSED	
WEDNESDAY JAN. 30: CLOSED	
THURSDAY JAN. 31: 4 - 10 PM	COUNTRY & ROCK
FRIDAY FEB. 1: 2 - 10 PM	POP & EDM
SATURDAY FEB. 2: 11 AM - 10 PM	HIP HOP



Dan Corso, Carl Adkins, Khujo, DJ Holiday, Jermaine Dupri, KD Bowe, DJ Smurf and Brett Daniels





Lee Hendrickson, BJ Waymer, Don Byrd, Lisa Anders, Brett Daniels and Chincie Mouton

TOUCHDOWN BUSINESS CONNECT SPOTLIGHT

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he Super Bowl LIII Business Connect program hosted its final networking event on Thursday, Dec. 6 at the Center for Civil and Human Rights.

The event connected civic and corporate procurement leaders with Business Connect vendors in an effort to position members for local contracting opportunities post Super Bowl LIII. Hartsfield-Jackson Atlanta International Airport, the world's busiest airport and local transit treasure, was one of five designated companies sourcing vendors at the event.

Lisa Anders, vice president of business development at D.C.-based firm McKissack & McKissack, kicked off the event by sharing best practices in business development and challenging Business Connect members to plan, prepare and set ambitious goals for 2019.

Business Connect wraps up its work in Atlanta at a celebration event on Monday, January 28.






TAKING ROOT: LEAVING A GREEN FOOTPRINT ON ATLANTA

The National Football League's Environmental Program teamed up with the Atlanta Super Bowl Host Committee, Verizon, City of Atlanta, Mayor's Office of Resilience, Department of Parks and Recreation, Trees Atlanta, local students and community members to expand and create community gardens and make fresh produce more available to neighbors. It's all part of the Super Bowl Urban Forestry Program, which works to leave a positive "green" legacy in Atlanta's Super Bowl host community as part of Legacy 53.

On Saturday, Dec. 1 volunteers gathered at the Food Forest at Browns Mill (2217 Browns Mill Rd., Atlanta) to plant winter vegetables, fruit trees and berry bushes, build vine trellises and enhance the nature trail through the area. The event kicked off with an opening ceremony and, in honor of Super Bowl, concludes with a "Souper" lunch of soup created by local chefs using locally sourced ingredients.

Community members were joined in the effort by Team ATL volunteers and Verizon Green Team members.

The 7.1-acre site, which used to be a working farm, will become the largest food forest in the country, providing greater access to nutritious food like fruits, nuts, vegetables, mushrooms and herbs. It was acquired by the Conservation

Fund in 2016 with the goal of preserving the history of the land and paying forward the good deeds of its former owners, Ruby and Willie Morgan, who were known to leave excess produce from the farm on the fence posts for neighbors to enjoy.

On Monday, Dec. 3 students from Brandon Hall School joined a second team of volunteers to build community gardens on an abandoned vacant lot in the Mechanicsville neighborhood. The Whitehall Terrace Urban Garden will provide fresh produce to an area defined as a food desert by the USDA. It is one of the pilot community gardens in the City of Atlanta's Atlanta "Grows-A-Lot" program.

Raised garden beds were built and planted with vegetables and herbs. Harvests will help feed food-insecure people in the community. The site was adopted by food system leaders, community organizers, educators, health professionals, seasoned gardeners and neighbors who will maintain the site.

The Whitehall Terrace garden and Food Forest projects are among the Super Bowl LIII urban forestry projects taking place in the months leading up to Super Bowl. The NFL, in partnership with the Atlanta Super Bowl Host Committee and Verizon, has awarded Super Bowl urban forestry grants to numerous projects in the greater Atlanta area to restore, beautify and enhance local areas.

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Arts and advocacy group WonderRoot and the Atlanta Super Bowl Host Committee released seven additional mural designs that will comprise “Off The Wall: Atlanta’s Civil Rights & Social Justice Journey,” an initiative that – through murals, media and community conversations – will elevate and amplify Atlanta’s past, present and future role in civil rights, human rights and social justice movements.

A total of 15 sketches of the final 30 murals are now available to the public. As part of the Host Committee’s civil right and social justice pillar of Legacy 53, murals will be installed leading up to Super Bowl LIII and will remain a part of the City of Atlanta’s permanent public art collection.

“Atlanta has a chance to solidify its civil rights legacy and help continue the dialogue around current day social justice issues with the help of Super Bowl LIII,” said Brett Daniels, chief operating officer at the Atlanta Super Bowl Host Committee. “Come February, all eyes will be on Atlanta and these walls will help speak for the citizens of Atlanta.”

This second round of sketches includes murals from seven artists chosen for the initiative. Of this second group, three are from out-of-state, four are from Atlanta and five are artists of color. The artists are:

1. Muhammad Yungai – Atlanta
2. GAIA – New York
3. Brandan “B-Mike” Odums – New Orleans
4. Ernest Shaw – Baltimore
5. Charmaine Minniefield – Atlanta
6. The Loss Prevention Arts – Atlanta
7. Shanequa Gay – Atlanta

“These artists represent the many voices of our community and across the country that deserve a platform,” said Chris Appleton, executive director at WonderRoot. “We are proud to partner with the Super Bowl Host Committee and have an opportunity to amplify these voices.”

The murals will be installed in four areas of Downtown: in the neighborhoods of Vine City, English Avenue, Ashview Heights and Castleberry Hill that border Mercedes-Benz Stadium, the Sweet Auburn corridor and in the downtown district. Additional mural designs and locations will be released in the coming weeks.

“Atlanta has a chance to solidify its civil rights legacy and help continue the dialogue around current day social justice issues with the help of Super Bowl LIII” - Brett Daniels



KNOW BEFORE YOU GO

The Atlanta Super Bowl Host Committee wants to make your visit to Atlanta as seamless as possible. The information you’ll find in Know Before You Go includes transportation, parking and event specific information. If you’re starting to plan your trip, this is a great place to start. Downtown Atlanta provides countless options for navigating the city and Super Bowl campus by vehicle and on foot.

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**LET’S GET
SOCIAL**



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