



**TOP NEW YORK/NEW JERSEY TALENT TO PERFORM AT SUPER BOWL BOULEVARD
ENGINEERED BY GMC - PRO FOOTBALL'S INTERACTIVE FAN CELEBRATION**

NEW YORK (Jan. 17, 2013) — Leading up to Super Bowl XLVIII, the NFL will transform 13 blocks of Broadway into Super Bowl Boulevard Engineered by GMC – the Super Bowl’s epicenter for NFL fans in New York City. As part of the four-day fan celebration that is free and open to the public, the iconic New York City street will play host to some of the best musical talent the region has to offer Wednesday, Jan. 29 through Saturday, Feb. 1, 2014.

Super Bowl Boulevard Engineered by GMC will kick off with the arrival of the Vince Lombardi Trophy via FedEx truck at 12 p.m. on Wednesday, Jan. 29, New York Giants defensive end Justin Tuck will carry the Vince Lombardi Trophy from the FedEx truck to the trophy display at 44th Street. The Marching Cobras of New York will be on hand to celebrate the arrival of football’s most prestigious award.

At 6 p.m. Wednesday, Jan. 29 the NFL will reveal the Super Bowl Roman Numerals– the highly anticipated bright lights on Broadway at 43rd Street that frame the 20-foot tall “XLVIII”. As part of the unveiling, fans will enjoy the sounds and sights of The Boys Choir of Harlem, Tony and Grammy winning Broadway musical Jersey Boys and New York City’s legendary dance company, the Rockettes. The Numerals will be revealed by a counterweight system behind a 30- by 8-foot LED screen during the finale of the show.

The Boulevard’s main performance location at 40th Street will transform daily allowing fans to meet some of their favorite NFL stars for free autographs from 12 – 5 p.m. at the Autograph Stage Engineered by GMC, before transitioning to the Concert Stage Presented by Pepsi with musical acts at 7:30 p.m. each night.

Programming lineup for Super Bowl Boulevard Roman Numerals Stage at 43rd Street (subject to change):

Wednesday, Jan. 29 –

- 6 – 6:15 p.m. Internationally renowned Boys Choir of Harlem
Cast of Tony and Grammy winning musical Jersey Boys
The Legendary Rockettes

Thursday, Jan. 30 –

- 5 – 5:30 p.m. Direct from Broadway, the cast of Rock of Ages

Saturday, Feb. 1 –

- 2 – 3 p.m. NY/NJ Super Bowl Host Committee Handoff Ceremony

Programming lineup for Super Bowl Boulevard Concert Stage at 40th Street (subject to change):

Wednesday, Jan. 29 –

- 7:30 – 8 p.m. New York Jets Flight Crew Cheerleaders
- 8:30 – 10 p.m. Fan Favorite, The Bacon Brothers

Thursday, Jan. 30 –

- 7:30 – 8 p.m. Drums of Thunder from Hillside School in Montclair, N.J.
- 8:30 – 10 p.m. Broadway's own Michael Cavanaugh

Friday, Jan. 31 –

- 7:30 – 8 p.m. New Jersey's Musical Ambassadors, The New Jersey Youth Choir
- 8:30 – 10 p.m. Café Wha?

Saturday, Feb. 1 –

- 7:30 – 8 p.m. The Super Bowl Gospel Celebration
- 8:30 – 10 p.m. Rock and Roll Hall of Famers Blondie

In addition to the two main entertainment stages, fans may also visit the Super Bowl Virtual Theater at 34th Street. The eight-minute film is an unforgettable immersive 3D experience with stunning visuals and a powerful soundtrack displayed on the façade of Macy's Herald Square. The experiential show, projected from the new Courtyard Herald Square hotel, will play every 30 minutes from 5:00 – 9:30 p.m. for the duration of Super Bowl Boulevard Engineered by GMC.

In between musical acts, 3D shows and toboggan runs, guests can enjoy an immense offering of interactive sponsor displays at Super Bowl Boulevard Engineered by GMC. Fans can participate in a variety of free activities provided by GMC, Papa John's, McDonald's, NFL Extra Points, Snickers/M&Ms, Xbox One, SAP, Pepsico, Bridgestone, Castrol and FedEx.

Complete information on Super Bowl Boulevard's schedule of events, attractions, player appearances and more can be found at www.superbowl.com. Fans are encouraged to follow the NFL's official Super Bowl Twitter account (@SuperBowl) and Super Bowl Boulevard hashtag (#SBBLVD) to get the most up-to-date news and to download the NFL Mobile from Verizon app, available now to fans across all mobile service providers.

Additional information also can be found in a special "Fan Guide" advertising insert in The New York Times, to be released Monday, Jan. 27. This Official Fan Guide of Super Bowl XLVIII will be inserted into home delivery copies of The New York Times newspaper in New York and New Jersey and will be available in key transit and hospitality locations across the region.

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