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Super Bowl LV develops hybrid of in-person and virtual events, making positive impact on Tampa Bay economy

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NEW YORK – Super Bowl LV will look different than previous years due to changes brought forth from COVID-19 safety protocols, but the NFL will continue to impact the Tampa Bay community in positive ways in coordination with CDC guidelines. In the weeks preceding the game, more than 20 charitable activities and community outreach events will enrich the community and provide lasting legacies.

Super Bowl Week activities include community projects made possible by NFL Foundation Super Bowl Legacy Grants and the Tampa Bay Super Bowl LV Host Committee, community greening projects, a Salute to Service event at MacDill Air Force Base, a virtual NFL PLAY 60 Kids Day and the announcement of the annual Walter Payton NFL Man of the Year Award presented by Nationwide winner.

The NFL and Feeding Tampa Bay (FTB) partnered to create "Huddle to Tackle Hunger," a Super Bowl LV initiative to combat food insecurity in the region, an issue that has been exacerbated by the pandemic. As a part of this program, the NFL Foundation made a \$250,000 donation to FTB to both assist in supporting local restaurants that have been significantly affected by COVID-19 and provide meals to those that need it most. The program will run for 44 weeks following Super Bowl LV. In addition, the NFL and FTB have launched a volunteer sweepstakes for a chance to attend Super Bowl LV that closes February 3 and will host two volunteer events to encourage local residents to sign up to volunteer with FTB to help fight hunger within their community.

A \$2 million investment was also made by the NFL Foundation and the Tampa Bay Super Bowl LV Host Committee as part of the "Forever 55" social legacy initiative that focuses on pillars that best reflect the needs of the Tampa community: early childhood education, food insecurity, families, health and wellness, sustainability and social justice. Together, the NFL and the Tampa Bay Super Bowl LV Host Committee, alongside community and civic partners, will collaborate in an intentional and strategic way to create, support and implement long-lasting initiatives throughout Tampa Bay.

During the week, the NFL will conduct volunteer events at local domestic violence shelters and sexual assault survivor organizations, including The Spring of Tampa Bay and the Crisis Center of Tampa Bay. The league is also working with the Hillsborough County Commission on Human Trafficking and the Tampa Hillsborough Homeless Initiative, providing financial grants to address those issues in the Tampa area.

The youth and high school football community will be celebrated throughout Super Bowl LV. Student-athletes and coaches

will have the opportunity to enhance their football skills and learn the values associated with the game.

The following are just some of the ways the NFL and Super Bowl LV will positively impact the Tampa Bay community in compliance with both local and CDC health and safety guidelines.

SUPER BOWL LV BUSINESS CONNECT CELEBRATION

VIRTUAL: The NFL will host its virtual Super Bowl LV Business Connect Celebration - Opportunity. Teamwork. Success. on Monday, Feb. 1, from 5:30 – 7:30 p.m. The event is a celebration of the Super Bowl LV Business Connect program, spotlighting the accomplishments of suppliers and local companies who participated in the year-long program designed to bring Super Bowl-related contract opportunities, professional development and networking opportunities to local, diverse businesses in Tampa. In partnership with the Business Connect team, over 200 local woman, minority, LGBTQ+, and veteran-owned companies worked through myriad COVID-19-related business disruptions to prepare for Super Bowl LV and the jobs it will bring to the Tampa Bay area.

The Business Connect Celebration is a private event for participating business owners. A virtual networking reception will kick off the evening, followed by a recognition of suppliers who have excelled in the program. The event will culminate with a handoff ceremony acknowledging Tampa Host Committee partner, LaKendria Robinson's, leadership in the marketplace and introducing the Business Connect program local lead in Los Angeles.

NFL/UNITED WAY CHARACTER PLAYBOOK VIRTUAL "ANGST" FILM SCREENING

AND PANEL DISCUSSION

VIRTUAL: The NFL will host three virtual screenings of the IndieFlix film, Angst, followed by a star-studded virtual panel discussion of the film on Tuesday, Feb. 2 at 1 p.m. for NFL/United Way Worldwide Character Playbook students and teachers. Angst is a film-based education program designed to raise awareness around anxiety, and to break down the stigma associated with mental health; the film is a natural extension of the Mental Wellness Basics digital course component of the Character Playbook program. Panelists include Jacksonville Jaguars WR DJ CHARK, Baltimore Ravens DT CALAIS CAMPBELL, NFL VP of Clinical and Wellness Services DR. NYAKA NIIL-AMPTI, and United Way Worldwide Chief Experience Officer STAN LITTLE. Middle- and high school students, teachers and families interested in joining



a virtual screening and the panel discussion can register here: <https://www.indieflix.com/nfl-character-playbook-angst>.

Funded by the NFL Foundation and United Way Worldwide, Character Playbook is a digital education resource that supports positive character development, social-emotional learning, mental wellness, and health relationships in middle- and high school students and is available to all U.S. schools free of charge.

DOMESTIC VIOLENCE CRISIS CENTER SUPPLY DROP OFF

IN-PERSON: On Tuesday, Feb. 2 from 1-2 p.m. five volunteers will work with the NFL on a hygiene supply drop-off at local domestic violence shelter and Crisis Center.

1st AND FUTURE

VIRTUAL: The 6th annual NFL 1st and Future competition powered by Amazon Web Services (AWS) will be broadcast in primetime on NFL Network on Tuesday, Feb. 2 at 8 p.m. 1st and Future is the NFL's annual pitch competition designed to spur innovation in player health, safety and performance.

This year's event will feature two categories of competition. The Innovations to Advance Player Health and Safety Competition will feature up to four start-up businesses pitching their innovations that could improve player health and safety, including protective equipment, medical devices, sensors and training devices. The second category, the NFL Computer Vision Competition, crowdsourced access to NFL game data to model a computer vision system for detecting on-field helmet impacts during NFL plays.

NFL PLAY 60 KIDS DAY

VIRTUAL: The NFL and the American Heart Association will host a virtual one-hour NFL PLAY 60 Kids Day virtual event on Wednesday, Feb. 3 from 1 – 2 p.m. ET for youth across the country featuring an interactive segment powered by GoNoodle focused on encouraging youth to stay active and healthy. The event will include appearances by NFL players, cheerleaders, and mascots participating in NFL PLAY 60 related physical activity exercises that encourage youth to get moving for 60 minutes a day. The event will be a fun and engaging way for teachers and parents to bring NFL PLAY 60 into their classroom or

home. Visit www.NFL.com/PLAY60 for more information.

PLAY FOOTBALL HIGH SCHOOL DAY

IN-PERSON: In recognition of National Girls and Women's in Sports Day, the NFL, in collaboration with the Tampa Bay Buccaneers and Nike, will celebrate female flag football student-athletes and coaches from Hillsborough County (Tampa) at this year's Play Football High School Day to be held at Super Bowl Experience presented by Lowe's. The student-athletes will hear from sport industry professionals, discuss the values learned from the game, and will have the opportunity to showcase their skills. The event will take place on Wednesday, Feb. 3 at 4 p.m.

NFL INSPIRE CHANGE DIGITAL DIVIDE PROGRAM

VIRTUAL & IN-PERSON: On Wednesday, Feb. 3 from 10:15-11:30 a.m., Jefferson High School students will take part in EVERFI's 306 African-American history program. During the event, students will discuss one of EVERFI's new modules focused on Black trailblazers in business with a panel of thought leaders including NFL players. Funded by the NFL in schools nationwide, the EVERFI 306 program provides schools with a digital African-American history curriculum. The event will take place at Jefferson High School (4401 W Cypress St, Tampa). As part of ongoing efforts to help address the "digital divide" the NFL in collaboration with the Hillsborough Education Foundation will make a contribution to assist students throughout Tampa Bay.

INAUGURAL MADDEN NFL 21 X HBCU SHOWCASE

VIRTUAL: This season the NFL hosted the first-of-its-kind, inaugural Madden NFL 21 x HBCU Tournament. The top four gamers in the tournament from each HBCU athletic conference have advanced to the final round taking place ahead of Super Bowl LV. Finalists will compete in a showcase hosted by Nerd Street Gamers. Fans and interested media can tune in to the final bracket live on Nerd Street Gamers' Twitch. The Grand Prize winner will receive \$5000. Runner ups in second and third place will each receive \$2500. The tournament was designed to connect HBCU communities and encourage competition among the most talented Madden NFL 21 players from schools representing the Central Intercollegiate Athletic Association (CIAA), Mid-Eastern Athletic Conference (MEAC), Southern Intercollegiate Athletic Confer-

ence (SIAC), and the Southwestern Athletic Conference (SWAC). The event is just one of several programs the NFL has implemented to recognize and strengthen its relationships with HBCUs across the country. For more information, follow @nerdstgamers on Twitter or visit <http://www.nerdstgamers.com>.

REBUILDING TOGETHER TAMPA BAY

IN-PERSON: In partnership with Lowe's, the Official Home Improvement Retail Sponsor of the NFL, Rebuilding Together Tampa Bay will provide critical repairs for 30 homes in West Tampa, East Tampa, Drew Park, Orient Park and Sulphur Springs as part of Kickoff to Rebuild.

Kickoff to Rebuild is an annual Super Bowl-sanctioned event hosted by Rebuilding Together, a leading national housing nonprofit with a mission to repair the homes of people in need and revitalize communities. This year's event will be led by local nonprofit affiliate, Rebuilding Together Tampa Bay, which has served the Tampa Bay area for 20 years.

While following CDC guidelines to prevent the spread of COVID-19, volunteers from Lowe's, Rebuilding Together, local contractors and community members will perform home repairs, including roof replacements, mold remediation, repairing and replacing non-operations smoke alarms, installation of new flooring, interior and exterior painting, HVAC repairs, bathroom renovations, addressing water damage and more."

NFL GREEN WELLSWOOD COMMUNITY GARDEN BUILD

IN-PERSON: On Thursday, Feb. 4 from 10 a.m. – 4 p.m. (photo/video opportunity will take place at 2:15 p.m.) the NFL will team up with Keep Tampa Bay Beautiful to build a community garden at Wellswood Park Community Center. The volunteers will help install hydroponic gardens, garden boxes, pollinator gardens, fruit trees, a shed and more. Children who attend the community center will learn about healthy eating and how to grow vegetables, and will build their own garden boxes to take home to continue to grow their own food.

SALUTE TO SERVICE EVENT AT MACDILL AIR FORCE BASE

IN-PERSON: On Thursday, Feb. 4 at 11 a.m. the NFL will team up with the Tampa Bay Buccaneers to surprise and thank service members and their families at

MacDill Air Force Base. Tampa Bay Buccaneers Cheerleaders, Mascot and NFL Legends will make 3 – 5 different stops across the base, including a tour of a B1 Bomber and KC-135 Tanker, getting a glimpse into the life on base. The guests will spend time with and thank each group for their service along the tour. Each visit will also include surprise NFL-themed gift for those in attendance. The NFL's longstanding commitment to the military remains a priority and through Salute to Service and events such as this one, the League is able to honor and connect with service members and military families.

DOMESTIC VIOLENCE CENTER VOLUNTEER PROJECT

IN-PERSON: On Thursday, Feb. 4 the NFL will host a volunteer event at The Spring of Tampa Bay. Approximately 10-15 volunteers from the NFL, the Tampa Bay Super Bowl LV Host Committee and the Junior League of Tampa will participate in a general refurbishment at the center. This event is not open to the media.

HUDDLE TO TACKLE HUNGER' EVENTS AT FEEDING TAMPA BAY TRINITY CAFÉ LOCATIONS

IN-PERSON: On Thursday, Feb. 4 from 4-6 p.m. the NFL will host a meal distribution event as part of the 'Huddle to Tackle Hunger' initiative that supports community members and local restaurants hit hardest by the pandemic. NFL friends and family, including Tampa Bay Buccaneers cheerleaders and mascot, will assist Feeding Tampa Bay by providing meals at the 7330 54th Ave., North, St. Trinity Café location. Trinity Cafe is Feeding Tampa Bay's free, full-service restaurant, open to guests 365 days a year, and provides a healthy and nutritious meal to those in need.

These meals will be catered by local restaurants and funded by the NFL Foundation. The two food distribution events during Super Bowl week will act as a launching pad to a 44-week, long-term program as a continued fight against hunger and those impacted by COVID.

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