



FOR IMMEDIATE RELEASE
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NFL HOSTS EVENTS IN SAN FRANCISCO TO KICKOFF SUPER BOWL 50 CELEBRATIONS AND THE RETURN OF FOOTBALL

“2015 NFL KICKOFF PRESENTED BY HYUNDAI” will bring music, interactive fan activations and a spirit of community to San Francisco as fans nationwide get *Back To Football*.

The following are opportunities for fans to take part in the Kickoff celebrations throughout the Bay Area. Fans may check out NFL.com/Kickoff for more information. Guests planning to attend the event should follow [@superbowl50](https://twitter.com/superbowl50) on Twitter for the most up-to-date concert details.

KICKOFF TO SUPER BOWL 50

Pier 35, Embarcadero and Justin Herman Plaza

Celebrate the start of the 2015 NFL season and experience the NFL’s build toward Super Bowl 50 in the San Francisco Bay Area at “Kickoff to 50 Presented by Hyundai” from Pier 35 to Justin Herman Plaza on **Wednesday, Sept. 9 from noon to 10 p.m. PT** and **Thursday, Sept. 10 from noon to 5:30 p.m. PT**. **Fan experiences are free and open to the public.**

Fans are encouraged to check-in at events with Fan Mobile Pass for the chance to win a new Tucson, tickets to Super Bowl 50 or a Raiders or 49ers prize pack! Elements featured include sponsor activations, promotions and array of interactive fan opportunities.

Examples of fan experiences are detailed below.

- **The Vince Lombardi Trophy:** Celebrate Super Bowl history and take a photo with the Vince Lombardi Trophy.
- **Greetings from Kickoff to 50:** Fans can choose their favorite San Francisco 49ers or Oakland Raiders image and take a commemorative photo.
- **Hyundai Fieldhouse:** Visit the Hyundai Fieldhouse to enter the sweepstakes for an all-new 2016 Tucson. Fans have the opportunity to take a photo for the Hyundai video board and receive co-branded Hyundai and NFL merchandise.
- **SNICKERS:** Stop by SNICKERS to make your own short-form video to share with your friends and to sample their new “Hunger Bars.”
- **On the 50 Display:** Fans can celebrate Super Bowl by taking a photo with the ‘On the 50’ display.

- **NFL Draft Set:** Fans have the opportunity to go behind the Draft podium with their favorite team's No. 1 jersey for a photo.
- **NFL Training Camp:** Fans may race through a series of obstacles and train like the pros.
- **Pro Football Hall of Fame Exhibit:** Take a photo with the busts of Oakland Raiders and San Francisco 49ers greats including **MARCUS ALLEN, TIM BROWN, WILLIE BROWN, HOWIE LONG, CHARLES HALEY, JOE MONTANA, JERRY RICE** and **STEVE YOUNG**.
- **Gear Up & Go:** Kids can try on Oakland Raiders and San Francisco 49ers equipment.
- **NFL Return to Glory:** Adults and children can experience the sensation of fielding a booming punt launched from an automatic machine.
- **San Francisco 49ers Gold Rush Cheerleaders:** Meet and take a photo with the Gold Rush on Wednesday from 4:00 – 7:00 p.m. and Thursday from 2:00 – 5:00 p.m.
- **San Francisco 49ers Niner Noise Drumline:** Listen to the drumbeats of the Niner Noise on Wednesday from 12:00 p.m. – 2 p.m. and Thursday from 2 p.m. – 4 p.m.
- **Raider Nation on Location (RNOL):** The Raider Nation on Location (RNOL) program brings The Oakland Raiders into communities throughout California. The Raiderettes will make an appearance on Wednesday from 5:30 p.m. – 7:30 p.m. and Thursday from 3:00 p.m. – 5:00 p.m. and Raider Rusher, the Oakland Raiders mascot, will make an appearance on Wednesday from 3:00 p.m. – 5:00 p.m. and Thursday from 2:00 p.m. 0-4:00 p.m.
- **Kickoff to 50 Autograph Stage:** Get free autographs from current and former NFL players.

Below is a sampling of former players who will be in attendance and signing autographs. Schedule and players listed below subject to change.

Wednesday, Sept. 9

- Ricky Watters (12:30-2:00 p.m.)
- Willie Brown (12:30-2:00 p.m.)
- Mack Strong (2:00-3:30 p.m.)
- Lorenzo Neal (2:00-3:30 p.m.)
- Charles Haley (5:00-6:30 p.m.)
- Guy McIntyre (5:00-6:30 p.m.)
- Cliff Branch (6:30-8:00 p.m.)
- Jim Plunkett (6:30-8:00 p.m.)
- Marcel Reece (8:00-9:30 p.m.)

Thursday, Sept. 10

- Roger Craig (12:30-2:00 p.m.)
- Fred Biletnikoff (12:30-2:00 p.m.)
- Takeo Spikes (2:00-3:30 p.m.)
- Ted Hendricks (2:00-3:30 p.m.)
- John Taylor (3:30-5:00 p.m.)
- Raymond Chester (3:30-5:00 p.m.)

For more information on events taking place at Pier 35 and Justin Herman Plaza, contact Angela Alfano of NFL PR at Angela.Alfano@NFL.com.

NFL AND SUPER BOWL 50 HOST COMMITTEE – PRESS EVENT

The NFL, San Francisco Bay Area Super Bowl 50 Host Committee and the City of San Francisco will host a press event on **Wednesday, Sept. 9 at 11 a.m. PT** at Justin Herman Plaza (off of Market Street and Steuart Street) celebrating the return of football and highlighting events taking place in the Bay Area leading up to Super Bowl 50.

Super Bowl 50 Host Committee President **KEITH BRUCE**, NFL Senior Vice President of Events **PETER O'REILLY** and **JIM PLUNKETT**, two-time Super Bowl Champion and former Oakland Raiders quarterback, will be in attendance.

The press event will be the first time fans and media will be able to experience the Super Bowl 50 Host Committee Community Tour – the 50 Tour: Champions of the Bay presented by Chevron – a mobile exhibit designed to celebrate the history of the Bay Area's championship teams, the Oakland Raiders and San Francisco 49ers.

Any questions regarding the event should be directed to Angela Alfano of NFL PR or Stephanie Martin of the Super Bowl 50 Host Committee at stephanie@sfsuperbowl.com.

SUPER BOWL 50 HOST COMMITTEE 50 TOUR

The Super Bowl 50 Host Committee's 50 Tour mobile exhibit will be unveiled **Wednesday, Sept. 9** from 11 a.m. to 6 p.m. and **Thursday, Sept. 10** from 10 a.m. to 6 p.m. at Justin Herman Plaza off of Market Street and Steuart Street. Designed to celebrate the San Francisco Bay Area's place in Super Bowl history, the 50 Tour will feature the Vince Lombardi Trophies of the San Francisco 49ers and Oakland Raiders, a Chevron STEM Zone and PLAY 60, Play On interactive fan zone for youth. For more information on 50 Tour stops and to download the Road to 50 app, visit superbowl50.ba/50tour.

Any questions regarding the event should be directed to Stephanie Martin of the Super Bowl 50 Host Committee.

SUPER BOWL 50 HOST COMMITTEE PLAY 60 PLAY ON EVENT

To launch the PLAY 60 PLAY ON Super Bowl Legacy initiative, the NFL Foundation and Super Bowl 50 Host Committee partnered with Playworks and KaBOOM! for an afternoon of physical activity at Sue Bierman Park on Wednesday, Sept. 9 from 11:30 a.m. to 6:00 p.m. Activities include a football-themed extravaganza, a PLAY 60 obstacle course, and an Imagination Playground set.

Any questions regarding the event should be directed Stephanie Martin of the Super Bowl 50 Host Committee.

NFL SUPER BOWL HIGH SCHOOL HONOR ROLL VISIT

The Super Bowl High School Honor Roll celebrates high schools and communities that have contributed to Super Bowl history. This platform is designed to link the past 49 Super Bowls with this year's game and honor the high schools and communities that have positively impacted the game of football.

Honored high schools will receive a commemorative Wilson Golden Football for every player or head coach who has appeared in a Super Bowl. The platform launches during the “2015 NFL Kickoff Presented by Hyundai” celebrations with the first 50 golden footballs delivered in the San Francisco Bay Area. In both the Bay Area and Boston, a former player will return to their school for special in-person deliveries.

Former Oakland Raiders quarterback, two-time Super Bowl Champion and Super Bowl XV MVP **JIM PLUNKETT** will return to James Lick High School in San Jose, Calif. on Thursday, Sept. 10 in the morning. Exact time to be announced at a later date.

Media interested in attending the event should contact Angela Alfano of NFL PR for more information.

“2015 NFL KICKOFF PRESENTED BY HYUNDAI” CONCERT

San Francisco-natives and Grammy Award-winning band **TRAIN** and multi-platinum singer-songwriter **ELLIE GOULDING** will perform live at Justin Herman Plaza across from the historic Ferry Building in downtown San Francisco on Thursday, Sept. 10 for “2015 NFL Kickoff Presented by Hyundai.” **The event is free and open to the public rain or shine.** Gates open at 2:30 p.m. PT.

Access to the general public viewing areas is first come, first served. Fans may check out NFL.com/Kickoff for more information. Guests planning to attend the event should follow [@NFL345](https://twitter.com/NFL345) on Twitter for the most up-to-date concert details.

Guests can enter the concert site from Market Street and may watch the performances from Justin Herman Plaza. **The entrances will open to the public beginning at 2:30 p.m. PT on Thursday, Sept. 10.** Guests may view the concert from the general public viewing areas. Fans do not need tickets to attend the free concert.

To ensure public safety and security, the following items are prohibited: weapons, alcohol, food, beverages, all cans and bottles, fireworks, all chairs, tents of any kind, barbecue grills of any kind, umbrellas, blankets of any kind, flag poles, drones, noisemakers, video recorders, cameras with lens over 12”, obstructive signs, bags larger than 12”x6”x12” and animals other than service animals. All attendees are subject to search, and prohibited items may not be abandoned at security checkpoints. Please allow adequate time to pass through security checkpoints before activities begin.

Guests are encouraged to use public transportation and should arrive early to enjoy activities and avoid any traffic or parking delays.

Performances by Goulding and Train will be featured in simulcast coverage of a 60-minute pregame show from New England 7:30–8:30 p.m. ET on NBC and NFL Network. The live pregame broadcast also will be available via NFL Mobile from Verizon.

The concert and pregame show lead into the season opener between the Pittsburgh Steelers and New England Patriots at Gillette Stadium (NBC, *NBC Sports Live Extra* on desktop and tablet, Westwood One Radio Sports, 8:30 p.m. ET).

In addition to presenting sponsor Hyundai, top tier sponsors for the NFL’s Kickoff platform include Bridgestone, Bud Light, McDonalds, Microsoft, Pepsi, Snickers, Verizon and Visa.

Immediately following the concert, attendees are encouraged to watch the Steelers-Patriots game at local San Francisco establishments. The game will not be broadcast from the concert site at the conclusion of the event.

CELEBRATE 2015 NFL KICKOFF WITH “BACK TO FOOTBALL FRIDAY”

As part of the 2015 NFL Kickoff festivities, fans nationwide can celebrate the return to football and have the opportunity to break a Guinness World Record by participating in the NFL’s *Back to Football Friday* challenge.

Starting Thursday, Sept. 10 at 12 p.m. ET, fans can showcase their team spirit and upload photos of themselves using #NFLFanRecord on Twitter, Instagram or at NFLFanRecord.com.

Participating fans have the chance to break the Guinness World Record for “Largest Online Photo Album of People Wearing NFL Team Logos.” Each photo counts as one World Record entry, regardless of the number of fans in the photo. The *Back to Football Friday* challenge will conclude on Friday, Sept. 11 at midnight ET.

Fans of all shapes, sizes and team affinities can sport their unique NFL style on gameday and at every occasion. Visit NFLShop.com for NFL apparel and team gear or follow @NFLFanStyle on Facebook, Twitter and Instagram. Join the conversation using the hashtag #NFLFanStyle.

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