

PIEMBARGOED UNTIL 1 P.M. PT
February 3, 2015

**SAN FRANCISCO BAY AREA SUPER BOWL 50 HOST COMMITTEE
UNVEILS SECOND LEGACY FUND GRANT PROGRAM**

'PLAYMAKER' APPLICATION PERIOD OPENS TODAY AT 50FUND.ORG

SAN FRANCISCO – The San Francisco Bay Area Super Bowl 50 Host Committee today unveiled its second 50 Fund grant program called “Playmakers.” The signature philanthropic initiative of the San Francisco Bay Area Super Bowl 50 Host Committee, 50 Fund is focused on helping close the opportunity gap that exists for Bay Area children, youth and young adults living in low-income communities.

The 50 Fund will provide 50 separate \$10,000 Playmaker grants, one per week beginning February 23, to Bay Area nonprofits. In addition to receiving a grant, each selected nonprofit’s “playmaker” – a nominated staff or Board member, volunteer or community advocate who is making a significant impact through his or her work with the organization – will also be recognized.

“Through our 50 Fund Playmaker grants, we want to showcase Bay Area nonprofits that will make a real difference in the lives of our children, while recognizing that people are the lifeblood of any organization,” said Jason Trimiew, VP of Community Relations for the San Francisco Bay Super Bowl 50 Host Committee. “Our region has so many inspiring stories to share, and we look forward to shining a spotlight on 50 great ones over the coming year.”

Applications are welcome across 50 Fund’s three focus areas: youth development, community investment and sustainable environments. Applicants must include the nomination of the organization’s “playmaker,” in addition to describing how receiving a grant will have an immediate impact in the communities in which they operate.

Applications will be accepted during the months of February, May, August and November, and should include how their project helps to close the opportunity gap for children, youth and young adults. Nonprofits can learn about the eligibility criteria, official rules, and apply for Playmaker grants on 50 Fund’s website at www.50fund.org.

50 Fund will introduce additional grant programs for Bay Area nonprofits throughout 2015. Its first grant program, Game Changers, is aimed at large nonprofits with evidence of effectiveness at scale and the potential for greater impact. The first round of Game Changers closed on January 31, with grants for up to five organizations each being awarded up to a \$500,000 grant to be awarded later this month. Two more rounds will be

introduced in 2015 for organizations focused on community development and building the sustainability of the local environment, respectively.

“We are excited to partner with the host committee to help leave a legacy in the San Francisco Bay Area long after the last play of the Super Bowl,” said Anna Isaacson, the NFL’s vice president of social responsibility.

The NFL Foundation has made a \$1 million grant to 50 Fund as part of its annual Super Bowl Legacy Grant Program. This is the largest contribution to 50 Fund to date and matches local private and public donations that have been made or pledged as part of the Host Committee's commitment to give 25% of all the funds it raises back to community nonprofits through 50 Fund.

#

About 50 Fund

50 Fund is the signature philanthropic initiative of the San Francisco Bay Area Super Bowl 50 Host Committee. Its goal is to help close the opportunity gap that exists for Bay Area children, youth and young adults living in low-income communities. Through its grantmaking programs, 50 Fund will support organizations and initiatives making a difference, tackling big issues and scaling their impact. For more information, visit www.50fund.org

About the San Francisco Bay Area Super Bowl 50 Host Committee

Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl Host Committee is responsible for Super Bowl 50 and its celebration elements, including the Super Bowl Village, public exhibits and planning of game day logistics. The Host Committee will donate 25% of every dollar raised to Bay Area community initiatives and high-performing nonprofits through 50 Fund. To be hosted in the state-of-the-art Levi’s Stadium in Santa Clara in 2016, Super Bowl 50 will be celebrated through a series of events that showcase all the Bay Area has to offer. For more information, visit www.sfbaysuperbowl.com.

Follow the San Francisco Bay Area Super Bowl 50 Host Committee:

Online at www.sfbaysuperbowl.com or www.50fund.org

Facebook at www.facebook.com/superbowl50 or www.facebook.com/the50fund

Twitter at www.twitter.com/superbowl50 or www.twitter.com/50Fund

Contact:

Nathan Ballard, (415) 235-6283, nathan@nathanballard.com

PJ Johnston, (415) 260-8417, pj@pjcommunications.com