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SUPER BOWL 50 HOST COMMITTEE COMMUNITY TOUR TO CELEBRATE BAY AREA'S SUPER BOWL HISTORY

'The 50 Tour: Champions of the Bay Presented by Chevron' Will Showcase the Eight Oakland Raiders and San Francisco 49ers Lombardi Trophies Together for First Time

Fans Can Download Host Committee's Mobile App - Road to 50 - for Tour Information

SAN FRANCISCO — Today, the San Francisco Bay Area Super Bowl 50 Host Committee introduced “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 the San Francisco 49ers.

“The 50 Tour will celebrate the Bay Area's place in Super Bowl history and give residents a chance to experience the excitement of the game’s golden anniversary,” said Host Committee CEO Keith Bruce. “We look forward to bringing the 50 Tour to communities around the Bay Area.”

In addition to visiting communities around the region throughout the fall, the 50 Tour will have a companion app – Road to 50 - that will give Bay Area residents the chance to win prizes including a pair of tickets to Super Bowl 50.

The 50 Tour will launch at “**2015 NFL KICKOFF PRESENTED BY HYUNDAI**” being held in the San Francisco Bay Area on September 9 and 10. The tour will make stops at a series of community events and festivals taking place around the region through mid-November.

The 50 Tour will feature:

- **Champions Row:** The Bay Area has more Super Bowl wins than any other region. Eight Bay Area Super Bowl Vince Lombardi Trophies will be on display – five from the San Francisco 49ers and three from the Oakland Raiders – with photo montages capturing the championship wins. The 50 Tour will be the first time that all eight championship trophies will be displayed together.

- **The Chevron STEM Zone:** As the official STEM Education Partner of the Super Bowl Host Committee, Chevron invites you to visit the Chevron STEM Zone on the 50 Tour and at Super Bowl City. The Chevron STEM Zone is an interactive space that demonstrates how science, technology, engineering and math (STEM) fuels innovation all around us – through the lens of football. By interacting with the exhibits, participants learn how the principles of STEM are intertwined with the game of football in ways they may not have considered. Chevron STEM Zone has drawn thousands of visitors at science festivals and high-profile athletic events. Chevron partners with professional and college sports organizations at these events because they share the vision that excellence in STEM academics today will ensure that students are qualified for the jobs of tomorrow.
- **Super Bowl High School Honor Roll:** Designed to link the past 49 Super Bowls with this year's game, program recognizes the high schools and communities that have positively impacted the game of football. This 50 Tour Super Bowl High School Honor Roll display will feature the greater Bay Area high schools and communities that have contributed to Super Bowl history, highlighting 99 players and coaches from the greater Bay Area region. Honored high schools will receive a commemorative Wilson golden football for every player or head coach who has appeared in a Super Bowl.

PLAY 60, Play On: Produced in partnership with the NFL Foundation, this interactive play zone will include an NFL PLAY 60 obstacle course, football-themed play extravaganza's led by Playworks and an Imagination Playground – an innovative play system that inspires children's creativity. This zone will be one element of the PLAY 60, Play On legacy initiative which brings the nation's best play programs together to impact tens of thousands of low-income children, youth, and young adults – both in the Bay Area and around the globe – by combining football, fun, fitness and philanthropy. In partnership with KaBOOM!, Playworks, and U.S. Fund For UNICEF, Play 60, Play On will bring physically active, imaginative and interactive play to children where they are.

- **The Re(a)d Zone:** This family-friendly space will encourage a love for reading with access to thousands of digital titles and learning games and NFL players and Legends and other local celebrities hosting reading hours as part of the Host Committee's early literacy initiative focused on increasing third-grade proficiency throughout the Bay Area.
- **Autograph Sessions:** Fans will have the opportunity to meet current and former NFL players, as well as other Bay Area champions.

"We are proud to partner with the San Francisco Bay Area Super Bowl 50 Host Committee to bring the STEM Zone to communities around the Bay Area," said Mike Wirth, executive vice president, Chevron Global Downstream. "Chevron is committed to supporting STEM education initiatives to provide students with the critical skills they need to succeed in the jobs of today and in the future, and last year, we invested more

than \$62 million in education in the U.S. Through our STEM Zone, students can experience how science is connected to everyday life.”

The 50 Tour will be joining community events and festivals during the months of September through November. The schedule of events and locations is set for the following dates **(more stops to be added)**:

September 9 – 10: [2015 NFL Kickoff Celebration](#), San Francisco

September 12 – 13: [Mountain View Art & Wine Festival](#), Mountain View

September 18: [Downtown Date Night at Fremont Street Eats](#), Fremont

September 19 – 20: [Santa Clara Art & Wine Festival](#), Santa Clara

September 26 – 27: [Pacific Coast Fog Fest](#), Pacifica

October 2 – 4: [Sonoma County Harvest Fair](#), Sonoma County Fairgrounds

October 11: [Viva CalleSJ](#), San Jose

October 22: San Francisco 49ers vs Seattle Seahawks, [Levi's® Stadium](#)

October 30 - October 31: [Super Fright Night on the Waterfront](#), Vallejo

November 7 – 8: [Santa Cruz Beach Boardwalk](#), Santa Cruz

November 11 – 12: [Napa Valley Film Festival](#), Yountville

November 15: Oakland Raiders vs Minnesota Vikings Game, [O.co Coliseum](#)

"There's nothing quite like the Super Bowl, and the Bay Area has been fortunate to celebrate more Super Bowl victories than any other region," said Steve Young, Hall of Famer, Super Bowl XXIX MVP and former 49ers quarterback. "The 50 Tour offers our community a once-in-a-lifetime opportunity to experience our region's championship history in person."

The Host Committee will also have its own app – Road to 50 – where users can get the latest information about the 50 Tour and Bay Area events leading up to Super Bowl 50. The Road to 50 app features will include Bay Area Super Bowl-related events, 50 Tour activity schedules and maps, social media check-ins, custom photo frames, trivia quizzes and exclusive Super Bowl 50 Host Committee offers only for app users. Local fans will have the opportunity to gain points for their activities and compete for prizes including a pair of tickets to Super Bowl 50. The app will be available in the Apple Store, Google Play, and Windows Store in September.

"This Super Bowl is much more than a game – it's a celebration that will be experienced throughout the Bay Area as we count down to Super Bowl 50," said Jim Plunkett, two-

time Super Bowl Champion, Super Bowl XV MVP and former Oakland Raiders quarterback. “It will be exciting to see Bay Area fans coming together to celebrate the impact our region has on the sport of professional football.”

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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 50 Host Committee is responsible for Super Bowl 50 and its celebration elements, including public exhibits, planning of gameday logistics and Super Bowl City, its fan village in San Francisco. The Host Committee is donating 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.

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