



2012 Indianapolis Super Bowl Host Committee shares progress and plans; launches two new community programs

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The 2012 Indianapolis Super Bowl Host Committee announced today two additional community programs: 1st & Green and Super Scarves, each created to engage community-minded people who are not necessarily sports fans.

Chairman Mark Miles said "These programs and the many more that will follow are evidence of the excitement and interest which surrounds the Super Bowl, and continues Indianapolis' success in using interest in sporting events to accomplish other civic goals."

"Engaging 37,000 volunteers for the Pan Am Games in 1987 was a turning point in Indianapolis history. The individual efforts of those 37,000 people ignited a passion for civic engagement and revealed a unique element of our city's character...our people's remarkable willingness to join in important efforts to make our city great." Miles continued, "Resident engagement is what makes this more than a football game. The NFL will conduct a great football game, no matter the two teams competing. Our plan is to provide opportunities for any resident who wishes to be able to participate...whether or not they have a game ticket."

Indianapolis Mayor Greg Ballard said "When we started exploring our opportunity to pursue the 2012 Super Bowl, it quickly became clear that the return on investment from hosting the game would represent a huge victory for the city's economy – hundreds of millions of dollars in economic impact. But beyond the dollars and cents, we wanted the Super Bowl to provide an opportunity to bring our community together, with pride and a common purpose ... I'm very pleased that the Host Committee has embraced this philosophy."

1st & Green

Sara Snow, a Host Committee volunteer, introduced the 1st & Green program, a web-based program designed to educate and even alter some everyday activities that we all do and consider their impact on our environment. Individuals and families can create accounts to track their personal habits, which are converted into a "tracker" totaling the amount of carbon offset or gallons of water conserved.

The website was developed and designed by INNOVATIVE, and can be accessed at www.1standgreen.com. The content of the site – including carbon and water savings calculations - includes information from August Mack Environmental, and creative ideas from a group of local utility providers – including Citizen's Energy Group, Duke Energy Indiana, Indianapolis Power and Light Co., ProLiance Energy, United Water and Vectren - and several environmental groups.

The program is the first of its kind created by a Super Bowl Host Committee, and the NFL has been supportive, as it extends their efforts further into the host community. "The NFL understands and takes seriously its 'green' responsibilities, and I am excited the Indianapolis Host Committee has made this program an early priority. I think it will have a real and positive influence for years to come", said Jack Groh, Director, National Football League Environmental Program.



The program will be promoted by the "Green Corps", a group Super Bowl Host Committee volunteers consisting of more than 160 High School Sophomores from across the state who will champion participation in the site throughout their schools and communities.

Super Scarves

Super Scarves is an example of a non-traditional demographic supporting a sports event in a non-traditional way. Stemming from several phone calls to the Host Committee expressing a desire to get involved long before the game, a core group of knitters proposed hand-crafting scarves and presenting them to the estimated 8,000 volunteers as a warm "Thank You" for their efforts. Because knitting is a social activity, the small group is expected to grow dramatically.

Katie Meister, a Host Committee volunteer worked with Committee Members Molly Chavers, Norma Lawrence and Karin Lyons to develop the program which will result in thousands of scarves – each unique in pattern, but made from the same blue and white colors and emblazoned with a Super Bowl Host Committee patch being knit over the coming two years.

All 22 branches of the Marion County Public Library will serve as collection points, and even provide "knit kits" for interested volunteers. Complete information about the program can be found at www.our2012sb.com, including approved colors, size restrictions, and other helpful information – including a list of area knitting shops if lessons (or additional encouragement) are needed.

Host Committee Volunteers

Tony Mason, Sr. Vice President of Administration of the 2012 Indianapolis Super Bowl Host Committee offered "With Super Bowl 2012 two years away, over 7200 individuals have registered through the Indiana Sports Corporation website to provide general volunteer support for Indianapolis Super Bowl related events, venues, and outreach efforts. This response is reflective of the volunteer spirit that exists in our community which has contributed greatly to the development of City of Indianapolis and the success of our major, civic events."

In addition to the 8,000 volunteers needed immediately leading into game week, the Host Committee will also count on advance planning assistance from volunteers assigned to the 55 working committees. We estimate that nearly 350 people are needed to populate these committees and assume the responsibilities. In addition to making assignments from the current volunteer applicants, the Host Committee is committed to affording every opportunity for young and diverse members of our community, so this is receiving a special emphasis.

We reached out to more than 100 companies who have supported the Host Committee as well as outlets across the region and shared with them our desire to engage the most diverse volunteer core ever.

In the coming weeks, volunteer interview committees will schedule appointments to match individuals' interests with committee openings. We expect this process to be complete by early summer.

The result of this process will be a volunteer leadership that is populated with a diverse group of



bright, actively engaged people at an unprecedented level. The reason for doing so is that through this experience we believe our team will engage in future activities beyond this event.

Host Committee at Super Bowl XLIV

Miles also discussed the upcoming opportunity to refine Indianapolis' plans by meeting with other Host Committee and representatives from the NFL during next week's South Florida Super Bowl.

A travel delegation of 42 people representing Public Safety, City, State, Host Committee, Community Partner organizations, Stadium, hotels and the airport will attend various meetings, planning sessions, special events and game-related functions to learn as part of the official NFL Observer program.

Key areas of focus for the traveling delegation include public safety and security, event operational and functional areas (transportation and traffic, airport operations, hotels, general logistics, accreditation program, media center), stadium and surrounding area operations, special events, and community programs.

From Sunday, Jan. 31 through Sunday, Feb. 5 the Indianapolis delegation will also staff a promotional booth in the Media Center to promote to the 4500 accredited journalists, tell the Indy story and invite them to cover the event in 2012.

Throughout the program, the group will work together with Host Committees from South Florida, North Texas and New Orleans delegations as well as representatives from NFL and NFL contractors.