



## 2012 Super Bowl Committee hires seasoned event management pro as Vice-President of Operations.

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Indiana native Raines returns from DC to oversee Super Bowl logistics.

The 2012 Indianapolis Super Bowl Host Committee has hired South Bend native and Indiana University graduate Michele Raines as its Vice President of Event Operations. Raines has previously served in senior management roles in four Republican National Conventions, major events that attract international attention to their host communities. She will leave her current post as Vice President of Strategic Communications for Navigators Global, a Washington DC-based issues management firm, to begin her new duties with the Host Committee on September 24th.



"Mel's expertise in event operations, logistics, transportation and security will be invaluable to the Host Committee as we plan to host the biggest and best Super Bowl ever in 2012," said Allison Melangton, President and CEO of the 2012 Host Committee. "We look forward to welcoming her aboard to help us sprint towards the finish line over the next 26 months."

As Vice President of the Republican National Convention in 2008, Raines directly supervised the areas of transportation, security, hotels, credentialing, volunteers, vendor relationships and budget planning, directing a staff of over 100.

Jack Swarbrick, Athletic Director for the University of Notre Dame, serves on the Super Bowl Host Committee Board of Directors and was involved extensively in the City of Indianapolis' bid for the Republican National Convention in 2000.

"A national political convention is in a very narrow strata of events that command global interest and attention – the Super Bowl is another," said Swarbrick. "There are a limited number of individuals nationally who have the breadth and depth of experience that Mel has in managing an event of this magnitude."

"We're building an exceptional group of professionals with the unique ability to turn our vision for the 2012 Super Bowl into a reality," finished Carolene Mays, who chairs the Host Committee's Human Resources and Administration Committee. "We're pleased to welcome Mel to the team."