



SUPER BOWL BOULEVARD

ENGINEERED BY GMC

THE EPICENTER FOR NFL FANS DURING SUPER BOWL XLVIII
CELEBRATING ALL THINGS FOOTBALL

BROADWAY BETWEEN 34TH & 47TH STREETS. OPEN WEDNESDAY, JANUARY 29 THROUGH SATURDAY, FEBRUARY 1, FROM 12PM - 10PM. #SBBLVD

SCHEDULE OF EVENTS

FORTY ATE RESTAURANT

OPEN THROUGH SUNDAY, FEBRUARY 2

Located at the Renaissance Hotel at 47th Street and 7th Avenue, Forty Ate delivers a unique culinary experience boasting Hall of Fame décor and NFL player appearances. #SB48

SUPER BOWL GOSPEL CELEBRATION

FRIDAY, JANUARY 31

This inspiring concert series at the Theater at Madison Square Garden features Grammy Award-winning gospel artists and the NFL PLAYERS Choir. Visit SuperBowlGospel.com for more information or to purchase tickets.

TASTE OF THE NFL

SATURDAY, FEBRUARY 1

The NFL's "Party With a Purpose" at Brooklyn Cruise Terminal Pier 12 features a chef from each NFL city serving their signature dish alongside a current NFL player or legend. Visit TasteoftheNFL.com for more information or to purchase tickets.

NFL HONORS

SATURDAY, FEBRUARY 1

Watch NFL Network at 7PM EST to catch your favorite players arriving on the red carpet. Tune in to FOX at 8PM EST to watch the 3rd Annual NFL Honors from Radio City Music Hall. Join in the excitement as NFL players are recognized for their achievements both on and off the field and the Pro Football Hall of Fame Class of 2014 is introduced. #NFLHonors

STAY CONNECTED

Download the NFL Mobile from Verizon app to get the official Super Bowl XLVIII mobile experience.

Don't forget to opt in to push messages to receive exclusive, up-to-the-minute information on all Super Bowl week events and attractions.

Check out SuperBowl.com to

- Find out more about Super Bowl week events
- Purchase Super Bowl XLVIII merchandise
- Plan your Gameday experience
- And MUCH MORE!

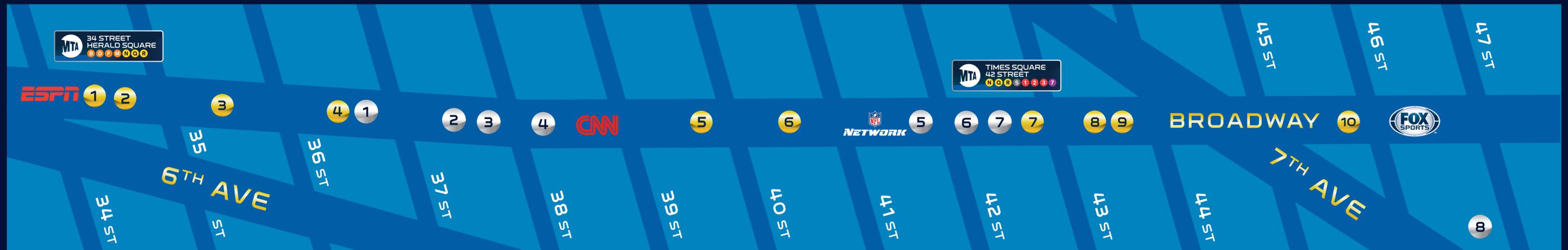
Follow Us:

- @SuperBowl for the latest Super Bowl news
- @NFL for all things football
- @NFLEspanol para información en español de la NFL y el Super Bowl

Have questions about Super Bowl week events? Tag your posts with #SBQuestions

Tag your posts and photos with #SB48 and #SBBLVD to help fans across the social universe feel like they are in the NY/NJ region.

VISIT SUPERBOWL.COM FOR ADDITIONAL DETAILS ON ALL EVENTS AND ATTRACTIONS!



SUPER BOWL BOULEVARD LEGEND ENGINEERED BY GMC

NFL ATTRACTIONS

1 SUPER BOWL VIRTUAL THEATER

This spectacular video show on the façade of the famous Macy's storefront at Herald Square is a visual celebration of football. Shows will begin at 5PM nightly and run for 10 minutes every 30 minutes until 9:30PM. Rain, sleet or Hail Mary, this is the NFL like you've never seen it before!

2 NFL SHOP AT SUPER BOWL, MACY'S HERALD SQUARE

New York City's largest Super Bowl retail store is located at the NFL Shop on the 4th floor of Macy's in Herald Square (34th Street & Broadway) next to Super Bowl Boulevard. The 36,000-square-foot NFL Shop holds the widest assortment of NFL and Super Bowl merchandise. Open from 10AM - 10PM Friday, January 17 through Tuesday, February 4.

3 NY/NJ HOST COMMITTEE PRESENTS

A celebration of the host region featuring the "Join the Huddle Tour" with interactive football activities for fans of all ages and the "Video Park," a dynamic multi-sensory video journey through the host region.

4 NFL RUSH ZONE and NFL PLAY 60

Hey Kids! Step into the animated world of the NFL at the NFL RUSH ZONE Experience to learn more about the Guardians who protect the NFL and all 32 teams. Enter the RUSH ZONE! Get in the game with NFL PLAY 60 to show how you can stay active and healthy in any weather on the NFL PLAY 60 Field.

5 AUTOGRAPH & CONCERT STAGE

From 12PM - 5PM daily, the autograph stage offers FREE autographs from some of your favorite NFL stars. At 8PM, the concert stage comes alive with some of the best talent New York has to offer. Throw on an extra layer, embrace the cold and enjoy the show.

6 TOBOGGAN RUN ENGINEERED BY GMC

At 60 feet tall and 180 feet long, this 8-lane Toboggan Run Engineered by GMC promises a winter memory for adults and kids alike. Tickets are \$5 per ride and can be purchased at the ticket kiosks at 3 Bryant Park Plaza located at 40 West 40th Street (west of 6th Avenue) or at the NFL Shop at Super Bowl, Macy's Herald Square. All proceeds will benefit MillionTreesNYC. Ticket kiosks open at 11AM.

7 ROMAN NUMERALS

The Super Bowl XLVIII Roman Numerals are the brightest lights on Broadway. At 20 feet tall, they serve as an iconic background and perfect photo opportunity for all NFL fans.

8 NYC & COMPANY

The NYC & Company Welcome Center will feature trained tourism professionals who can provide suggestions on everything from restaurants in the area to must-see sights in NYC's outer boroughs. For all there is to see and do in NYC visit nycgo.com.

9 VINCE LOMBARDI TROPHY DISPLAY

Football's most prestigious award, the Vince Lombardi Trophy awaits all fans and provides a rare experience to capture on film and share with friends.

10 FIELD GOAL KICK

Think you have what it takes to kick the ball through the goal posts? Here's your chance! Test your ability to kick a field goal through the NFL uprights.

NFL SPONSOR DISPLAYS

- | | | |
|---|------------------|-----------------------------|
| 1 | XBOX ONE | Between 36th & 37th Streets |
| 2 | PAPA JOHN'S | Between 37th & 38th Streets |
| 3 | PEPSI & TOSTITOS | Between 37th & 38th Streets |
| 4 | BRIDGESTONE | Between 38th & 39th Streets |
| 5 | SNICKERS/M&M'S | Between 41st & 42nd Streets |
| 6 | SAP | Between 42nd & 43rd Streets |
| 7 | GMC | Between 42nd & 43rd Streets |
| 8 | MCDONALD'S | Between 46th & 47th Streets |

GOING TO THE GAME?

- BE CLEAR ON THE NFL'S NEW BAG POLICY! Visit SuperBowl.com for details on what can be brought into MetLife Stadium on Gameday.
- DRESS WARM! Super Bowl XLVIII will be "the COOLEST game in history," so be sure to dress in layers before heading to the game or other Super Bowl events in the NY/NJ region.
- USE MASS TRANSIT! Make sure you have your ticket for Fan Express SBFanExpress.com or plan to take the train to the game.

NFL TICKET EXCHANGE POWERED BY TICKETMASTER

NFL Ticket Exchange powered by Ticketmaster is the only NFL approved resale site where fans can buy and sell guaranteed authentic Super Bowl XLVIII tickets. Fans can buy Super Bowl XLVIII resale tickets up to kickoff on Super Bowl Sunday. Visit NFLTicketExchange.com or SuperBowl.com to buy and sell tickets to Super Bowl XLVIII or visit the main lobby of the Crowne Plaza Times Square (1605 Broadway at 49th Street) to buy, sell or pick up tickets to Super Bowl XLVIII.

All times and details are subject to change.