



****MEDIA ADVISORY****

**FedEx to Deliver Vince Lombardi Trophy to Super Bowl Experience Driven by Genesis
Featuring Matt Birk as part of Grand Opening Festivities, Saturday, Jan. 27**

WHAT: The National Football League will kick off Super Bowl LIII week festivities with a morning of special events leading up to the grand opening of Super Bowl Experience Driven by Genesis at the Minneapolis Convention Center at 10:00 a.m. on Saturday, Jan. 27.

Super Bowl Experience Driven by Genesis will kick off with the delivery of the Vince Lombardi Trophy via FedEx truck. Minnesota Vikings All-Pro Center and Super Bowl XLVII Champion **Matt Birk** will carry the Vince Lombardi Trophy from the FedEx truck to its place inside Super Bowl Experience, where it will remain on display through Saturday, February 3.

WHO: **Former Vikings All-Pro Center and Super Bowl XLVII Champion, Matt Birk**
Minnesota Vikings Cheerleaders
Viktor the Viking – Minnesota Vikings Team Mascot
Minnesota Brass – Premiere marching-arts group and world champion drum and bugle corps

Media is encouraged to notify BZA PR staff (contact information below) of attendance in advance for assistance with photo, video and interview opportunities.

WHEN: Saturday, Jan. 27, 2017
10:15 a.m. - FedEx Delivery of Vince Lombardi Trophy

WHERE: Super Bowl Experience
Minneapolis Convention Center (Halls C, D, and E)

CONTACT: Dan Kitchen – BZA PR, on behalf of the NFL
(860) 543-2538 / DanK@bzapr.com

ABOUT: The National Football League will showcase **Super Bowl Experience Driven by Genesis at the Minneapolis Convention Center Saturday, January 27 – Saturday, February 3, 2018.**

Super Bowl Experience Driven by Genesis is the most exciting continuous event surrounding Super Bowl LIII, providing visitors of all ages with the chance to participate in NFL-themed

games and activities. Fans can test their football skills, view live game action using virtual reality technology, get a photo with the most prestigious trophy in sports, the Vince Lombardi Trophy, and take part in a range of other football-themed experiences.

The Minnesota Vikings Cheerleaders and mascot Viktor the Viking alongside Minnesota's premiere all-age marching-arts group Minnesota Brass will provide entertainment at the Grand Opening of Super Bowl Experience and help usher Super Bowl Week into Minnesota with the arrival of the Vince Lombardi Trophy. The trophy will be delivered to the Minneapolis Convention Center by FedEx, the official delivery service sponsor of the NFL and carried to its home inside Super Bowl Experience by Matt Birk where it will live throughout Super Bowl week giving fans with the unique opportunity for an up-close encounter with the world-famous trophy.

The complete schedule for Super Bowl Experience Driven by Genesis will be posted on SuperBowl.com. Fans are encouraged to follow @SuperBowl and tag their posts and photos using #SBLII. For exclusive access to Super Bowl Experience Driven by Genesis and other Super Bowl LII event content, fans should download the Super Bowl LII Minnesota – Fan Mobile Pass app by visiting NFL.com/SBApp or the app store.

CREDENTIALS:

All media covering Super Bowl Experience must possess an NFL-issued Week of Game Credential or Day Pass. Media may submit a request for a day pass to cover Super Bowl Experience by emailing the following information to Dan Kitchen at Brener Zwickel & Associates no later than **12 p.m. the day prior** to your requested access date.

Information for each individual media member must be submitted for review.

Note: submission of a request does not guarantee a pass. Approval and pickup information will be emailed to you.

Name:

Date of Birth:

Media Outlet:

Job Function:

Phone number & e-mail:

Date(s) of Entry Jan. 27-Feb. 3:

Times of arrival: