



******MEDIA ADVISORY******

SUPER BOWL LII COMMUNITY OUTREACH PROGRAM EVENTS **ON MONDAY, JAN. 29**

NFL PLAY 60 CHARACTER CAMP

WHO: • Pro Football Hall of Fame offensive tackle **ANTHONY MUÑOZ**

WHAT: The NFL will host a free Character Camp on the field at Super Bowl Experience Driven by Genesis at the Minneapolis Convention Center before Super Bowl Experience is open to the public. The event will include 300 predominantly-Hispanic youth from the Minnesota area. The non-contact football camp will be led by Pro Football Hall of Fame offensive tackle **ANTHONY MUÑOZ**.

The NFL PLAY 60 Character Camps program is a partnership between the NFL and the Muñoz Agency. The mission of the camps are to make a positive impact on youth through teaching football skills, emphasizing exercise, and reinforcing the importance of character in athletics and life. The camp is part of a series of NFL PLAY 60 Character Camps hosted as part of the NFL's year-round Hispanic outreach initiative, focused on offering youth opportunities to play and experience the game of football. Since the inception of NFL PLAY 60 Character Camps in 2012, over 60 camps have been held impacting more than 20,000 youth across the country.

WHEN: Monday, Jan. 29 at 9 a.m.

WHERE: Super Bowl Experience Driven by Genesis at the Minneapolis Convention Center (1301 2nd Ave. S)

EVENT CONTACT: For more information, contact Darlene Capiro at Darlene.Capiro@NFL.com
For onsite media inquiries, contact Mayra Alvarez at 831-741-6702 or Dana Gordon at 856-397-2917

ALL MEDIA REQUESTING ACCESS TO SUPER BOWL EXPERIENCE MUST HAVE AN NFL-ISSUED GAME WEEK CREDENTIAL OR DAY PASS.

Media covering Super Bowl Experience Driven by Genesis must show a valid Super Bowl LII credential or NFL-issued day pass to gain entry to Super Bowl Experience. Credentialed media or those in possession of a valid day pass may enter Super Bowl Experience via the security access checkpoints located on 1st Avenue South and proceed to Hall E Staff Doors. Upon arrival please check in at the media check-in desk located inside Hall E Staff Doors. This desk is open during Super Bowl Experience operating hours only.

SUPER BOWL EXPERIENCE DAY PASS REQUESTS:

Media who wish to cover Super Bowl Experience may submit a request for a day pass to the event by emailing the following information to Dan Kitchen at BZA PR (dank@bzapr.com) no later than 12 p.m. the day prior to your requested access date/time. 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:

Day Pass Restrictions:

- Day Passes can only be requested (3) different dates/times per individual.

- Day Passes are ONLY valid for a single date and venue; Therefore, a separate pass must be requested for each venue to which an individual needs access (up to 3).
- Day Passes can be picked up in the Hall E lobby of the Minneapolis Convention Center.
- Day Pass pick-up begins at 6:30 AM and closes at 6:00 PM daily.

SHRINERS HOSPITALS PLAY 60 ALL-ABILITY EVENT

- WHO:**
- Minnesota Vikings players **NICK EASTON, KEVIN MCDERMOTT, JEREMIAH SIRLES, AVIANTE COLLINS**
- WHAT:** The NFL and Shriners Hospitals for Children will host a PLAY 60 All-Ability event that will include activities that allow kids of all-abilities to get active in a fun environment including ultimate football, and various all-ability fitness stations. The NFL is celebrating ten years of getting kids active and healthy through NFL PLAY 60, the league's youth health and wellness campaign encouraging kids to get active for 60 minutes every day. Unfortunately, children with mobility challenges are less likely to be as active as their peers, which can lead to obesity, lack of strength and other health issues. Shriners Hospitals for Children teamed up with the NFL to ensure that all children have the ability to get active. Together, they collaborated to create the [NFL PLAY 60 All-Ability Guide](#) that includes adaptive play activities for children of varying physical abilities to help them live active and healthy lifestyles.
- WHEN:** Monday, Jan. 29 from 5-6 p.m.
- WHERE:** Shriners Hospitals for Children – Twin Cities (2025 E. River Pkwy.)
- EVENT CONTACT:** Catherine Boyle at Catherine.Boyle@NFL.com
For onsite media inquiries, contact Dana Gordon at 856-397-2917

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