



The Super Cars program will unveil the cars on January 27, 2012 along Meridian Street in front of Monument Circle.

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Super Bowl Unveils Two New Programs

InsideIndianaBusiness.com Report

The 2012 Indianapolis Super Bowl Host Committee has selected 17 communities to serve as Super Celebration Sites. The areas will provide activities and information about the Super Bowl for residents and visitors. The committee has also announced the Super Cars program, which will showcase 33 Indy Cars, with 32 cars representing each NFL franchise team and one car representing Super Bowl XLVI.



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November 30, 2011

News Release

Indianapolis – The 2012 Indianapolis Super Bowl Host Committee announced two programs today: Super Celebration Sites and Super Cars.

Super Celebration Sites

Seventeen local communities have been named Super Celebration Sites by the 2012 Indianapolis Super Bowl Host Committee. These sites provide opportunities for residents and visitors to participate in local activities and obtain information about the Super Bowl.

“This program is about connecting Central Indiana regional communities that are hosting NFL fans and guests,” said Karen Radcliff, volunteer co-chair of the Super Celebration Sites Committee. “We are excited about the interest and participation by area communities and with the various programs and events planned at each of the sites. Every community is providing unique opportunities for residents and guests to get involved. Some community activities are happening well before the Super Bowl weekend and some as early as this month.”

The communities serving as Super Celebration Sites include: Anderson, Bloomington, Broad Ripple, Carmel, Columbus, Fishers, Fountain Square, Greenfield, Greenwood/Franklin, Indiana Avenue, International Marketplace, Lafayette/West Lafayette, Mass Avenue, Noblesville, Plainfield, Shelbyville and Zionsville.

Each site will have official housing for NFL fans and guests, established restaurant destinations, cultural and other hospitality amenities such as shopping or attractions, a local committee to organize events and a defined indoor area to serve as a welcome center.

Super Celebration Sites also commit to participating in a number of the Super Bowl Host Committee's community programs which are geared toward enhancing the lives of its citizens including:

- 1st & Green
- NFL Emerging Business
- Super Cure

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- Super Kids, Super Welcome
- Super Scarves
- Super Service

Super Cars

The Super Cars program will showcase 33 Indy Cars, with 32 cars representing each NFL franchise team and one car representing Super Bowl XLVI. The Super Cars program will unveil the cars on January 27, 2012 along Meridian Street in front of Monument Circle.

The Super Bowl Host Committee will showcase the Super Cars at the Indianapolis Motor Speedway along the "yard of bricks" for the Media Party on January 31, 2012. Then, the Super Cars will race to their Super Bowl weekend destinations for ultimate NFL fans to visit their favorite teams' car.

"Each Super Celebration Site will receive at least one car, and the remaining cars will be dispersed to key attractions to draw visitors to new areas, showcasing the variety of gems Indianapolis has to offer," added Susie Townsend, Super Bowl Host Committee Vice President of Guest Welcome and Super Service.

Spectators will be able to see the AFC and NFC championship team cars, along with the Super Bowl XLVI car, on display in the Super Bowl Village from January 27 to February 6, 2011.

To help incentivize the race to find the ultimate fan, the Super Bowl Host Committee has partnered with FourSquare to use its location "check in" smart phone application. Fans will race to these Super Car locations and "check in" while taking their picture with the unforgettable Super Car. Fans can win a variety of prizes by being one of first ultimate fans to "check in" at a particular number of cars.

More information can be found at www.IndianapolisSuperBowl.com/super-celebration-sites and <http://www.IndianapolisSuperBowl.com/super-cars>.

About the 2012 Indianapolis Super Bowl Host Committee

The purpose of the 2012 Indianapolis Super Bowl Host Committee, as defined by the NFL, is to centralize the planning and execution of the 2012 Super Bowl through one entity to ensure coordination of all efforts and community resources. The Host Committee serves as an extension to the National Football League in the local community, as the city's ambassador to incoming Super Bowl fans, guests, and corporations, and as a manager of local resources such as city services, event venues, accommodations, and thousands of volunteers. For more information, visit: <http://www.IndianapolisSuperBowl.com>.

Source: 2012 Indianapolis Super Bowl Host Committee

