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Visit Omaha is Going to Super Bowl LII

OMAHA, NE. January 29 – Omaha will join the Eagles and the Patriots as they head to Super Bowl LII in Minneapolis. As part of its 2018 “52 Weekends” advertising campaign promoting Omaha as a year-round destination, Visit Omaha wrapped the Minneapolis Metro Blue Line with a train-sized invitation to plan a weekend getaway to Omaha. The [Blue Line](#) runs from Mall of America to U.S. Bank Stadium where the Super Bowl is being played February 4, 2018.

“Our plan is to promote Omaha to tens of thousands of Super Bowl fans and millions of Minneapolis residents with this 4-month long rolling billboard,” said Keith Backsen, Executive Director of Visit Omaha. “Using Minneapolis’s light rail system is one of the ways we’re trying to make a big splash in a new regional market, and the fact that our “52 Weekends” promotion ties in perfectly to the 52nd Super Bowl is an added bonus.”

The train wrap includes larger than life photography featuring four distinctly Omaha experiences: Lied Jungle, the largest indoor rainforest in North America; Desert Dome, the world’s largest indoor desert; NCAA Men’s College World Series; and an authentic Omaha Reuben sandwich. (The sandwich was invented in Omaha after all, and you should always travel for the original.)

Metro Transit in Minneapolis estimates the train will be seen more than 6.8 million times by people traveling on the light rail system from January 10th through April 29th. The train wrap will be seen more than 6.8 million times – that number doesn’t include all of out-of-town visitors expected to be in Minneapolis during the Super Bowl.

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Visit Omaha, also known as the Omaha Convention & Visitors Bureau, is the official tourism authority for the City of Omaha and Douglas County.

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