



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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### 2012 Indianapolis Super Bowl Host Committee Announces the NFL Emerging Business Challenge

**Indianapolis** – The 2012 Indianapolis Super Bowl Host Committee announced the NFL Emerging Business Challenge as part of the NFL Emerging Business Program today. The Emerging Business Challenge allows Emerging Businesses to leverage the excitement of the Super Bowl. Any client of an Emerging Business that resides in Indiana and spends more than \$500 is eligible to participate in a drawing for a chance to win two tickets to Super Bowl XLVI.

The NFL Emerging Business Program is a business development program designed to prepare minority- and women-owned business for opportunities associated with the Super Bowl and beyond.

“The Emerging Business Challenge is an opportunity for minority- and women-owned businesses to truly think beyond the game,” said Tisha Ford, business development manager of NFL Events. “We are excited about the potential that this program has for Emerging Businesses to create new relationships far beyond the game.”

To participate in the NFL Emerging Business Challenge, Emerging Businesses must enter their clients in the drawing by submitting paid invoices between October 15, 2011 and January 21, 2012. All sweepstakes entries must be received by January 26, 2012.

Emerging Businesses have an official logo as part of the program designating their status a member of the NFL Emerging Business Program and the Emerging Business Resource Guide. For more details about the program and complete contest rules, please visit <http://www.IndianapolisSuperBowl.com/emerging-business>.



#### **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>.*