



**FOR IMMEDIATE RELEASE**

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**Super Bowl events kick off at Phoenix Children's**

**NFL Youth Football Clinics**

**Saturday, January 26, 2008, 9:00 AM – 6:00 PM**

Reach 11 Sports Complex, 2425 E. Deer Valley Road, Phoenix, AZ 85027

**Sunday, January 27, 2008, 10:00 AM – 5:00 PM**

Snedigar Sports Complex, 4500 South Alma School Road, Chandler, AZ 85248.

Super Bowl XLII in Arizona will mark the 20th anniversary of the NFL Youth Football Clinics. The clinics invites 3,200 kids aged 7-14 where NFL players present an education and drug awareness program, sign autographs, teach the children the fundamentals of their position, and stress important motivational messages.

Phoenix Children's Hospital's [Crews'n'Health Mobile](#), a 35-foot Mobile Medical Unit (MMU), will bring comprehensive medical help directly to youth at the football clinic. Dr. Randy Christensen and residents will staff the van both days.

For more information on the youth clinics, contact James Winfrey - NFL Youth Football Clinic Coordinator at 480-362-4236 or [jwinfrey@azsuperbowl.com](mailto:jwinfrey@azsuperbowl.com).

**NFL Players Visit Hospitalized Kids Bedside**

**Tuesday, January 29th, 2008 3:00 PM**

3 NFL players will be visiting hospitalized children to spread Super Bowl spirit. The entire Children's Hospital staff will be wearing their favorite NFL team apparel. Players from across the country will be signing autographs, taking photos and passing out NFL gear to children at the hospital.

Players bringing footballs and signing autographs are:

- Christian Fauria, Carolina Panthers
- Eric Ghiaciuc, Cincinnati Bengals
- Tony Richardson, Minnesota Vikings

For more information contact Allison Bell at 602-546-0824 or [abell@phoenixchildrens.com](mailto:abell@phoenixchildrens.com).

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## **FED EX Super Bowl Pep Rally for Hospital Patients & Families**

**Wednesday, January 30<sup>th</sup> 10:30 AM -11:30 AM**

1919 E. Thomas Road, Phoenix, AZ 85016 - Hospital Playground

Phil Simms, Super Bowl XXI MVP and 15-year NFL veteran, will kick off the pep rally with a presentation of \$25,000 to Phoenix Children's Hospital. Simms will give his 'Chalk Talk' with other NFL players for patients and families.

Simms will announce activities for patients/families including:

- Build-a-Bear Station
- Inflatable upright activity
- Autographs NFL giveaways (pictures/t-shirts/footballs, etc.)
- Large Screen Video Game Stations

Phoenix Children's employees will be dressed in NFL apparel to show off their team spirit. For more information contact Allison Bell at 602-546-0824 or [abell@phoenixchildrens.com](mailto:abell@phoenixchildrens.com).

## **NFL Legends Visit Hospital Patients Giving Words of Encouragement**

**Wednesday, January 30<sup>th</sup> 2:30 PM**

1919 E. Thomas Road, Phoenix, AZ 85016

NFL legends, Franco Harris and Lydell Mitchell, and current NFL greats including Arizona Cardinals player Bertrand Berry, will visit Phoenix Children's Hospital. They will sign autographs, take photos, and brighten the day for the patients and families. Later in the week, they will be joined by other NFL players and legends in the Grid Iron Golf Tournament and Immaculate Reception Dinner, hosted by Franco Harris and Lydell Mitchell. The events will raise funds for Phoenix Children's Hospital through the Children's Miracle Network, the alliance of premier hospitals for children.

For more information contact Allison Bell at 602-546-0824 or [abell@phoenixchildrens.com](mailto:abell@phoenixchildrens.com).

## **KTAR's Super Bid for Super Kids, presented by Arizona State Credit Union**

*Bid On Tickets to the Big Game and Help the Kids of Phoenix Children's Hospital!*

**Thursday, January 31<sup>st</sup>**

News/Talk 92.3 KTAR will auction off a premium Super Bowl ticket package, thanks to the generosity of Arizona State Credit Union. The auction will kick off on Thursday, January 31<sup>st</sup> during the Darrell Ankarlo Show (8:30 am - Noon), continuing through the Mac Watson Show (3-7pm) and the Gaydos After Dark Program (7:00 pm – 10:00 pm). The bidding action will begin again on Friday, February 1<sup>st</sup> and conclude on the Darrell Ankarlo Show in the morning. Listeners can call in their bids to News/Talk 92.3 KTAR at (602) 200-2671. Bid updates will be posted on [www.ktar.com](http://www.ktar.com).

The winning bidder will receive a premium ticket package with related hospitality, donated by Arizona State Credit Union. The package includes entrance for two to a VIP Party before the game, two tickets on the lower level in the 20 to Goal area, and a celebration party following the game.

The funds raised from the auction will support the 1 Darn Cool School program that supports the educational needs of Phoenix Children Hospital patients. Every year, Arizona's credit unions raise money for the school through the Credit Unions for Kids program.

For more information, contact Andrea Miller at 602-546-2657 or [amiller1@phoenixchildrens.com](mailto:amiller1@phoenixchildrens.com).

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**The 7th Annual NFL Football Player's Wives Super Bowl Fashion Show**  
**Friday, February 1st, 2008, 9:30 AM - 2:00 PM**

Super Bowl excitement and high fashion collide in this unique and spectacular fundraising event. Mingle with current and retired NFL superstars and celebrities while enjoying a delicious brunch, fashion show, and awards ceremony. Silent and live auctions will feature exclusive items such as jewelry, sports memorabilia and spa packages. Dr. Roberta Adams, MD of Phoenix Children's and Mayo Clinic will also be awarded at the benefit. Event proceeds benefit Phoenix Children's Hospital. Individual tickets, tables and sponsorships available.

The show will be held adjacent to Scottsdale Fashion Mall at the Waterfront and Southbridge in downtown Scottsdale. To purchase your tickets by phone, please call 1-866-443-8849. For more information visit <http://www.offthefieldpwa.com>.

**About Phoenix Children's Hospital**

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest free-standing children's hospitals in the nation. The most comprehensive array of pediatric specialists in the State practice at this one organization. The outstanding clinical expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Children's leadership position. For information about Phoenix Children's, visit the Hospital's award-winning website at [www.phoenixchildrens.com](http://www.phoenixchildrens.com).