



MEDIA GUIDE



KEY MEDIA CONTACTS

Tampa Bay Super Bowl Host Committee

www.tampabaysuperbowl.com

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Lauren Pasqualone, Communications/Events Coordinator

813.387.2681 • 813.846.0458 cell • lpasqualone@tampabaysuperbowl.com

813.314.5910 Booth at NFL Media Center

Tampa Bay & Company (Hillsborough County CVB)

www.visittampabay.com

Brooke Maynard, Public Relations Manager

813.342.4053 office • 813.299.3510 cell • bmaynard@visittampabay.com

Visit St. Petersburg/Clearwater (Pinellas County CVB)

www.visitstpeteclearwater.com

Mary Haban, Senior Manager, Public Relations

727.464.7379 office • 727.421.0153 cell • mary@floridasbeach.com

Tampa Police Department (Lead Security Agency for Super Bowl XLIII)

Laura McElroy, Tampa Police Spokesperson

813.276.3255 Joint Information Center for Media Inquiries

laura.mcelroy@tampagov.net

Raymond James Stadium / Tampa Sports Authority

www.tampasportsauthority.com

Barbara Casey, Public Information Officer

813.350.6504 office • 813.477.0974 cell • bcasey@tampasportsauthority.com

HELPFUL WEB SITES

Tampa Bay Sports Commission	www.tampabaysports.org
Tampa Bay Buccaneers	www.buccaneers.com
Raymond James Stadium	www.raymondjames.com/stadium
Tampa Bay Partnership	www.tampabay.org
Hillsborough County	www.hillsboroughcounty.org
Pinellas County	www.pinellascounty.org
City of Tampa	www.tampagov.net
City of St. Petersburg	www.stpete.org
City of Clearwater	www.myclearwater.com

*Photos courtesy of Tampa Bay & Company, Visit St. Petersburg/Clearwater, Tampa Bay Buccaneers and the Tampa Sports Authority.

WELCOME

In 2009, the road to NFL greatness leads to beautiful Tampa Bay and Super Bowl XLIII. Our community is excited to welcome you and hope you'll enjoy our rich history, year-round sunshine, white, sandy beaches and thrilling attractions.



The Tampa Bay Super Bowl Host Committee ensures the readiness of the Tampa Bay region, coordinates the numerous logistics involved with the event and fulfills all obligations to the National Football League.

Our media guide has been developed to assist in highlighting some of the wonderful assets that make the Tampa Bay area so special. Read on for a history of the Super Bowl in Tampa Bay, a look at the region's rich sports climate, details on the Media Party and a fresh selection of story ideas.

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TAMPA BAY SUPER BOWL HOST COMMITTEE



The Tampa Bay Super Bowl Host Committee is excited to welcome visiting media to the Tampa Bay area for Super Bowl XLIII. As host to a fourth NFL Championship, Tampa Bay is eager to assist you with anything you might need during your stay.

MEDIA BOOTH

If you have any questions or need assistance during your stay in Tampa Bay, please visit the Tampa Bay Super Bowl Host Committee booth at the NFL's media center located at the Tampa Convention Center or call 813.314.5910. The following tools are available for visiting media at the Tampa Convention Center.

- Access to Host Committee and Tampa Bay spokespersons
- Internet access and assistance with directions
- B-roll and high-resolution photography
- Local visitor information including restaurant recommendations and reservation assistance
- Broadcast location and production assistance

MEDIA PARTY

Tampa Bay Super Bowl Host Committee Media Party

Tuesday, January 27

Tampa Cuban Club in Ybor City
2010 Avenida República de Cuba (14th St.)
Tampa, Florida 33605

Super Bowl XLIII credentialed media are invited to join the Host Committee for some "Salsa, Soul and Rock n' Roll" in historic Ybor City just minutes from downtown Tampa. The event will feature a taste of Tampa Bay's best restaurants and an outdoor concert by classic rock favorite .38 Special. Shuttle transportation is available from the Media Center beginning at 6:50 p.m. or credentialed media can ride the TECO Line Streetcar.



TAMPA BAY SUPER BOWL HOST COMMITTEE

MEDIA HOSPITALITY

We hope your stay in Tampa Bay will be pleasant and enjoyable. The Host Committee has arranged for the following additional perks for credentialed media.

- Airport Shuttle Service – Credentialed media will receive complimentary shuttle service between Tampa International Airport and NFL Media Hotels courtesy of the Tampa Bay Super Bowl Host Committee. Shuttle passes are required. Credentialed organizations were mailed shuttle passes in early January. For additional needs, please visit the Host Committee Media Booth.
- Streetcar Rides – Flash your media credential and ride the TECO Line Streetcar for free. Downtown Tampa's streetcar system will take you from the Media Center in Tampa's Channel District to Ybor City with ease.



SUPER BOWL XLIII QUICK FACTS

DATE:	Sunday, February 1, 2009
SITE:	Raymond James Stadium, Tampa, Fla.
SITE CAPACITY:	72,500 for Super Bowl XLIII
TELEVISION:	NBC
RADIO:	Westwood One/Univision
MEDIA CENTER:	Tampa Convention Center 333 South Franklin St., Tampa, FL 33602
NFL HQ HOTEL:	Tampa Marriott Waterside 700 South Florida Ave., Tampa, Florida 33602
TEAM HOTELS:	AFC – InterContinental Tampa NFC – Grand Hyatt Tampa Bay
PRACTICE SITES:	AFC – University of South Florida NFC – Tampa Bay Buccaneers Facility

TAMPA BAY SUPER BOWL HOST COMMITTEE

TAMPA BAY SUPER BOWL HOST COMMITTEE

The Tampa Bay Super Bowl Host Committee is a not-for-profit, 501(c)(6), Florida corporation governed by a small board of directors. The Committee serves as the liaison between the National Football League and local efforts and has the ongoing responsibility for implementing Tampa Bay's plan for Super Bowl XLIII culminating with the game on February 1, 2009 at Raymond James Stadium. For more information, visit www.TampaBaySuperBowl.com.

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PRO FOOTBALL IN TAMPA BAY



TAMPA BAY'S SUPER BOWL HISTORY

On April 24, 1974, Florida's Tampa Bay area was awarded the NFL's 27th franchise – the Tampa Bay Buccaneers. With the awarding of an NFL franchise to an eager new marketplace, Tampa Bay was now poised to pursue a Super Bowl. Thus began Tampa Bay's journey through more than three decades of gridiron drama and passion.

SUPER BOWL XVIII

On June 3, 1981, NFL owners voted to award Super Bowl XVIII to Tampa Bay, only the second Florida city to host the championship game. The AFC Champion Los Angeles Raiders took the field at Tampa Stadium as underdogs to the favored NFC Champion Washington Redskins, but soon found themselves controlling all aspects of the game, scoring in the first half on offense, defense and special teams. The Raiders' team colors and their dominating 29-point margin of victory over the Redskins led January 22, 1984, to become known in football lore as Black Sunday.



Los Angeles Raiders 38, Washington Redskins 9
MVP: Marcus Allen, Raiders Running Back
National Anthem: Barry Manilow
Halftime: Salute to the Superstars of the Silver Screen

SUPER BOWL XXV

Whitney Houston's rousing rendition of the national anthem on January 27, 1991, provided the first of many highlights in Super Bowl XXV, Tampa Bay's second chance to host the NFL's marquee game. Played under the backdrop of the first Gulf War, the spirit of patriotism was on full display. On the field, the epic fight between the AFC Champion Buffalo Bills and the NFC Champion New York



PRO FOOTBALL IN TAMPA BAY

Giants lived up to the hype with a riveting match up between the Bills' high-powered, no-huddle offense and the Giants top-rated defense. For football fans, Super Bowl XXV is best remembered for Scott Norwood's last-second field goal attempt that sailed wide right, sealing the fate of the Buffalo Bills and making the New York Giants world champions.

New York Giants 20, Buffalo Bills 19
MVP: Ottis Anderson, Giants Running Back
National Anthem: Whitney Houston
Halftime: New Kids on the Block

SUPER BOWL XXXV

Tampa Bay stepped onto the world's stage for the third time on January 28, 2001, showcasing its newest landmark, Raymond James Stadium. Super Bowl XXXV welcomed the New York Giants, making their return to Tampa Bay after winning Super Bowl XXV a decade earlier. They took on the league's best defense in the Baltimore Ravens.



The game included an electrifying series of plays to lead off the third quarter, with three touchdowns on three consecutive plays in only 36 seconds. The Ravens' dominating defensive performance capped off their Super Bowl XXXV victory.

Baltimore Ravens 34, New York Giants 7
MVP: Ray Lewis, Ravens Linebacker
National Anthem: Backstreet Boys
Halftime: Aerosmith, *N'Sync, Britney Spears, Mary J. Blige and Nelly

SUPER BOWL XLIII

On May 25, 2005, NFL owners voted once again to return the league's showcase event to Tampa Bay for the fourth time.

With the hosting of Super Bowl XLIII, Tampa Bay joins an elite group of only four cities to have ever hosted the game on four or more occasions.



RAYMOND JAMES STADIUM



When the Buccaneers took the field at Raymond James Stadium in 1998, Tampa Bay's football fans enjoyed watching the game in a modern stadium soon to be recognized as one of the best facilities in the NFL. The facility, home to the Tampa Bay Buccaneers, University

of South Florida Bulls and the New Year's Day Outback Bowl, incorporates groundbreaking innovations and modern stadium design concepts for the finest guest experience.

Located an arms throw from the original Tampa Stadium, the newly opened venue quickly became a popular choice for concerts and special events.

Members of the NFL Players Association have consistently rated Raymond James Stadium's field as the best in the league and league insiders refer to the stadium as the "crown jewel" of the NFL. Raymond James Stadium hosted Super Bowl XXXV on January 28, 2001, in which the Baltimore Ravens defeated the New York Giants 34 to 7, and will host Super Bowl XLIII on February 1, 2009.

BUCVISION

BucVision is operated by more than 30 technicians at Raymond James Stadium. The main attraction of BucVision is the sheer size of the two videoboards, each measuring 25 feet high by 92 feet wide, which is significantly larger than conventional NFL scoring systems.



RAYMOND JAMES STADIUM



GENERAL SEATING

Raymond James Stadium holds more than 65,000 spectators, 50,000 of which are in general seating. Seating will be

expanded to 72,500 for Super Bowl XLIII. There are more than 1,300 wheelchair accessible and limited mobility seats available throughout the stadium. Spectators enjoy the game from individual seats measuring 19" to 21" wide and with 32" to 33" from one seat back to the next, all of which feature cupholders.

CLUB SEATS

Raymond James Stadium features more than 12,000 club seats allowing spectators to experience games and events in maximum comfort. Club seats are extra-wide and padded, and feature waiter service and prime sideline locations. The seats are accessible from a luxurious, air-conditioned club level that houses concessions, sports bars, video walls, lounge seating and additional views of the field.

LUXURY SUITES

A total of 195 suites provided on three levels of the stadium along both sidelines offer absolutely the most luxurious setting to watch events. Each suite has retractable glass windows, private bar and restroom and multiple televisions. The suites are accessible from private elevators.

MEDIA FACILITIES

The Raymond James Stadium press box covers 18,000 square feet in the upper-suite level in the southwest corner of the stadium. The seats available for the writing press total 226. Additionally, there is an 8-person writing media booth in the auxiliary press area. A dining area featuring a multiple-screen video wall has been added, and the box is accessible from an elevator dedicated specifically to the media.

RAYMOND JAMES STADIUM

Raymond James Stadium is publicly owned and managed by the Tampa Sports Authority. The naming rights are owned by Raymond James Financial, Inc., a financial services firm based in St. Petersburg, Florida.

THE PIRATE SHIP

The mighty pirate ship permanently harbored in Buccaneer Cove comes to life when the cannons fire to celebrate reaching the red zone or a score. Its thunderous cannons fire six times to signal a touchdown, once for an extra point and three times to announce a field goal. The pirate ship also features a 9'x7' skull and cross swords with huge, glowing red eyes and a mouth that breathes smoke.

The pirate ship is an authentic replica of an early 1800s pirate ship, arguably one of the most recognizable stadium features in the world. It is 103 feet long with huge 32x50 foot sails. The ship was constructed over a two-month period using, among others, the following materials:

*5.5 tons of concrete
14 tons of steel
700 yards of sails
1 mile of rigging
300 feet of rope
60 gallons of paint
64,000 linear feet of
wood trim*



The ship's dock serves as an interactive entertainment area from which patrons enjoy the most unique vantage point in the National Football League. Adding to the festive atmosphere is a larger-than-life interactive talking parrot that sits perched at the ship's stern.

TAMPA BAY AREA SPORTS

Sports and Tampa Bay are an unbeatable combination. Local sports teams at the top of their game include the 2008 American League Champion Tampa Bay Rays; the 2003 Super Bowl Champion Tampa Bay Buccaneers; 2004 Stanley Cup winners, the Tampa Bay Lightning; and the 2004 Arena Bowl victors, the Tampa Bay Storm. In 1999 both the NCAA Division I Men's Basketball Championship and the National Hockey League All-Star Game called the Tampa Bay area home. And the action doesn't stop there...

TAMPA BAY PROUD HOST TO:

2008 NCAA Men's Basketball 1st and 2nd Rounds
2008 and 2015 NCAA Women's Basketball Final Four
2009 SEC Men's Basketball Tournament
2009 BIG EAST Conference Baseball Championship
2009 NCAA Women's Volleyball Championship
2008 and 2009 ACC Football Championship
2012 NCAA Frozen Four



TAMPA BAY BUCCANEERS

The Tampa Bay Buccaneers bring hard hitting football action to Tampa Bay – and in 2003 brought Tampa Bay its first Super Bowl championship. The NFL team plays 8 regular season games from September to December in their state-of-the-art home, Raymond James Stadium. The 65,000 spectator seat, \$168.5 million stadium also features “The Buccaneer Cove,” a 20,000-square foot stadium replica of an early 1800s seaport village, complete with a 103-foot-long, cannon-blasting pirate ship.



TAMPA BAY LIGHTNING

The Tampa Bay Lightning is Tampa Bay's professional hockey team. The Lightning broke the ice in October 1996 in their new home the St. Pete



TAMPA BAY AREA SPORTS

Times Forum – a \$153 million arena on a 17-acre waterfront site in the Channelside District of downtown Tampa. In 2004 the Lightning won the Stanley Cup Championship, capturing their second consecutive Southeast Division and earning their first Eastern Conference crown along the way. The Lightning's season runs from October through April.



TAMPA BAY RAYS

The Tampa Bay Rays took Major League Baseball by surprise in 2008, experiencing an unprecedented franchise turnaround that took them to their first American League Pennant and World Series. The magical 2008 season marked the Rays first winning season and first post-season appearance. Its 31-win improvement ranks as the third-greatest turnaround in American League history. With an average age of 27, the Rays look to defend their AL



East division title at St. Petersburg's Tropicana Field.

UNIVERSITY OF SOUTH FLORIDA BULLS

The University of South Florida has 17 athletic teams, headlined by the football, men's basketball and women's basketball teams. The Bulls set numerous attendance marks over the past two seasons at their home, Raymond James Stadium, including a season average above 50,000, second best in the Big East.. The Bulls football team has been ranked in the top 10 each of the last two seasons and capped the 2009 campaign with a 41-14 win over Memphis in the inaugural St. Petersburg Bowl.



TAMPA BAY AREA SPORTS

TAMPA BAY STORM

Tampa Bay's Arena Football Team, The Tampa Bay Storm, hold AFL records for ArenaBowl victories, having won championships in 1991, 1993, 1995, 1996 and 2003.

The Storm keep the football action going throughout the spring and into the summer, starting their season in early March following the NFL season. The Storm also calls the St. Pete Times Forum home.

OUTBACK BOWL

The Outback Bowl, originally known as the Hall of Fame Bowl, matches teams from the SEC and Big Ten Conference, and recently celebrated its 23rd year in Tampa. As the earliest bowl game on New Year's Day, the Outback Bowl became the first sporting event of the new millennium in 2000. Over the years, Tampa Bay area fans have seen some great matchups in this New Year's Day tradition, including the 2009 contest between the South Carolina Gamecocks and the Iowa Hawkeyes.

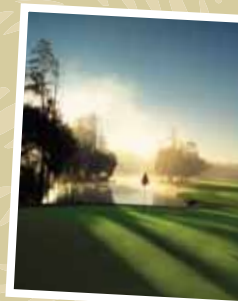


ST. PETERSBURG BOWL

The inaugural St. Petersburg Bowl at Tropicana Field kicked off the college football bowl season this year on Dec. 20. The debut game featured hometown favorites, the University of South Florida Bulls, against the Memphis Tigers. The game will annually feature a match-up of teams from the BIG EAST Conference and Conference USA.

GOLF

When it comes to golf, there's no shortage of courses in Tampa Bay and temperate climates enable golfers to tee-off year round. Tampa Bay is home to the Transitions Championship, a PGA Tour event held at the Westin Innisbrook Golf Resort. The



TAMPA BAY AREA SPORTS

Outback Steakhouse pro-am celebrity tournament takes place annually at the Tournament Player's Club of Tampa Bay and is nationally televised by NBC. Conde Nast Traveler listed the Saddlebrook Golf Resort as one of the best golf courses in the country and Golf Digest has named Tampa – St. Petersburg – Clearwater the #3 best urban city for golf.

AUTO RACING

The Honda Grand Prix Of St. Petersburg is a unique, three day festival event on the beautiful waterfront of downtown St. Petersburg. It features the IndyCar Series, Indy Pro Series and American Le Mans Series, as well as a yacht club, air-shows, drifting exhibitions, concerts, interactive attractions, parties and family entertainment.



SPRING TRAINING

Tampa Bay's connection to the Big Leagues goes back more than 85 years as major league stars take the field each spring. In fact, more major league spring training games have been played in St. Petersburg

than in any other city. Numerous teams are within easy driving distance - New York Yankees (Tampa), Philadelphia Phillies (Clearwater), Toronto Blue Jays (Dunedin), Pittsburgh Pirates (Bradenton), Cincinnati Reds (Sarasota), Detroit Tigers (Lakeland), Kansas City Royals (Haines City), Atlanta Braves (Lake Buena Vista) and Houston Astros (Kissimmee).

The area also offers every water/beach sport imaginable from parasailing to world class back flats fishing as well as the largest indoor skate park on the east coast.

TAMPA BAY ENTERTAINMENT

In Tampa Bay you don't have to look far to find adventure, but when the sun goes down, Tampa Bay's nightlife really heats up. Check out some of our most popular entertainment districts and most recognizable attractions.

CHANNELSIDE - www.channelsidebayplaza.com

From dining to dancing, movies to margaritas, shopping and more, the Channelside Bay Plaza has something to entertain every visitor. Channelside Bay Plaza has been the center of downtown Tampa's waterfront since it opened in 2001. Adjacent to the Florida Aquarium and cruise terminals at Garrison Seaport, the waterfront center includes numerous nightclubs, diverse dining options, retail shops and an IMAX theater.

CENTRO YBOR - www.centroybor.com

Tampa's Latin Quarter became a little livelier with the opening of upscale retail and entertainment complex Centro Ybor in Ybor City. The \$45 million, 210,000-square-foot complex is anchored by the historically restored Centro Espanol building and includes multiple restaurants and shops, a 20-screen movie theater, Improv Comedy Club and interactive video game room. Ybor City is largely considered party central in Tampa Bay. On weekend nights, Ybor's 7th Avenue welcomes up to 40,000 fun-seekers converging on the district in search of a good time, as music flows out into the avenues creating a street party atmosphere.

DOWNTOWN ST. PETERSBURG

www.visitstpeteclearwater.com

If you're craving a tasty meal, a walk in the park, an afternoon of shopping or an evening of dancing, head to historic downtown St. Petersburg. Visitors are greeted by elegant outdoor cafes, palm-lined parks and yachts bobbing along the bay front. Browse the shops at BayWalk, relax Old-Florida style on the veranda of the 1920s-era Vinoy Hotel or kick up your heels to live salsa at a downtown nightclub.



TAMPA BAY ENTERTAINMENT



BUSCH GARDENS

www.buschgardens.com

Feel the wind in your hair as you plunge to the ground on North America's first dive coaster, come face-to-face with exotic animals in the colorful village of Jungala or journey to the heart of Africa in a

Broadway-caliber show. Busch Gardens Tampa Bay provides unrivaled excitement for thrill seekers, animal lovers and everyone in between.

LOWRY PARK ZOO - www.lowryparkzoo.com

Recognized as the #1 family-friendly zoo in the U.S. by Child magazine, Lowry Park Zoo features more than 2,000 animals in lush, natural habitats. Guests can get up close and personal with some zoo inhabitants through unique exhibits like the Wallaroo Petting Zoo, Lorikeet Landing, giraffe feeding and camel rides.



THE FLORIDA AQUARIUM

www.flaquarium.org

Encounter more than 20,000 aquatic plants and animals both native to the state and from all over the globe at The Florida Aquarium. Learn about Florida's unique water story through hands-on activities and exhibits, like

the brand new "Ocean Commotion." Young travelers won't want to miss "Explore A Shore," an outdoor water park for kids.

THE TAMPA BAY HISTORY CENTER

www.tampabayhistorycenter.org

Relive the past at this brand new history museum located on downtown Tampa's waterfront. From exploration to wars, cigars to citrus and professional athletes to pirates, Tampa Bay's past generations have countless stories to tell. Explore them all through interactive exhibits, artifacts, photographs, multimedia stations and more. The Tampa Bay History Center also features a cafe serving food from the nationally-acclaimed Columbia Restaurant.

TAMPA BAY ENTERTAINMENT

THE PIER - www.stpetepier.com

The landmark Pier in the heart of St. Petersburg is a unique piece of Florida architecture that offers visitors a chance to experience the waterfront along Tampa Bay. Located at the end of a 1/4 mile-long approach, this five-story inverted pyramid features shops, restaurants, its own aquarium, live music, a bait shop and fishing pole rentals. Depending on the season, you can catch anything from amberjack to shark, snook, flounder or sea bass at The Pier.



CLEARWATER MARINE AQUARIUM

www.cmaquarium.org

A fixture on Clearwater Beach since the 1970's, the Clearwater Marine Aquarium offers a close encounter with the Florida ecosystem. Its motto: Rescue, Rehabilitate and Release. The Aquarium has recently expanded and updated the facility with a new 100-seat IMAX Theatre and a larger dolphin viewing pool that is home to Winter the dolphin, who swims with the aid of a prosthetic tail.

SALVADOR DALI MUSEUM

www.salvadoralimuseum.org

View Salvador Dalí's masterpieces at the famed Salvador Dalí Museum, which houses the world's most comprehensive collection of works by the late Spanish surrealist. In addition to the oils, watercolors, drawings, sculptures and photographs that make up the permanent collection, the museum offers special exhibits and dynamic programming throughout the year.



BEACH WALK - www.clearwater-fl.com

Clearwater has recently transformed its beachfront with a \$30 million streetscape renovation creating a winding beachside promenade with lush landscaping, artistic touches and clear views to Clearwater's award-winning beach and the Gulf of Mexico beyond. Beachwalk has become a place where visitors and locals can socialize, dine, play games or simply enjoy the spectacular sun and surf.

TAMPA BAY DINING

Try ethnic cuisine or home style cooking, elegant settings or casual atmosphere. When it comes to restaurants, the Tampa Bay area is the brightest constellation on Florida's West Coast to satisfy any appetite. After a great meal, tour historical Ybor City or take in a breathtaking sunset from any of the many beach restaurants located in the Tampa Bay area.

ARMANI'S

2900 BAYPORT DRIVE, TAMPA • 813.207.6800

Located on top of the Grand Hyatt Tampa Bay, Armani's overlooks Old Tampa Bay and the Tampa International Airport, offering twin views of sunset and takeoff. Zagat says Armani's is "undisputedly one of the Gulf Coast Florida's favorites." The stylish Northern Italian restaurant has won a DiRona award, received AAA 4-Diamond recognition, was placed in the "high extraordinary" category by Zagat, was picked for a Wine Spectator award for its impressive wine list and tabbed as one of "America's 200 Most Romantic Restaurants" by *Dining by Candlelight*.



BELLA BRAVA

**515 CENTRAL AVENUE,
ST. PETERSBURG • 727.895.5515**

Stylish, yet inviting, the atmosphere at Bella Brava blends warm, comfortable colors with a modern and lively attitude. St. Petersburg's incredible weather makes the second floor balcony a fun and scenic outdoor dining option. Outstanding traditional Tuscan fare including flavorful

cheeses, authentic pastas, fresh herbs, meats and seafood, and pizzas with thin, cracker-like crusts await your palate.

BERN'S STEAK HOUSE

1208 S. HOWARD AVE., TAMPA • 813.251.2421

A Tampa landmark, Bern's has been owned and operated by the Laxer family for more than 50 years. *Wine Spectator* named it the best of all steak houses in America, and *America Eats Out* called Bern's the most remarkable restaurant in the entire world...with gilded plaster

TAMPA BAY DINING

columns, red wallpaper, Tiffany lamps and murals of French vineyards. The Laxer family buys only U.S. Prime, then further ages it four to 10 weeks in specially built lockers controlled for humidity and temperature. From assembling the largest wine list in the world, to growing fresh vegetables and salad greens for the restaurant; from two dozen different caviar to a 65-page dessert menu, Bern's nearly always has a waiting list for one of its 320 seats.

BERNINI OF YBOR

1702 7TH AVE., YBOR CITY • 813.248.0099

Reflective of the Italian culture that helped shape Ybor City, the historic Bank of Ybor City building now houses Bernini, home to innovative Italian cuisine. *Tampa Bay Magazine* calls Bernini a "delightful restaurant that exudes adventure, sophistication and a sense of living the good life." The menu changes daily and may include Carpaccio of salmon and black Angus filet of beef perfumed with Italian white truffle or Vesuvio pizza with marinated chicken, smoked mozzarella, sundried tomato, oregano and spicy three chili oil.



CAFÉ ALMA

260 1ST AVE SOUTH, STE. 100, ST. PETERSBURG • 727.502.5002

Experience one of St. Petersburg's most unique restaurants, located in the basement of a historic building in the heart of Downtown. Enjoy various seafood preparations, pastas, steaks and a great variety of cuisines from around the globe in an intimate spot with the feel of a European bistro. It's a popular spot for Saturday brunch, as well as a convenient stop for a late-night drink.

COLUMBIA RESTAURANT

2117 7TH AVE., YBOR CITY • 813.248.4961

1241 GULF BLVD., SAND KEY • 727.596.8400

800 2ND AVE. NE, THE PIER, • ST. PETERSBURG • 727.822.8000

Florida's oldest and the nation's largest Spanish restaurant, founded

TAMPA BAY DINING



in 1905 in historic Ybor City, the Columbia has been run by the same family for five generations. Recognized by the likes of *Time*, *Fortune*, *Holiday*, *Epicurean* and *National Geographic Explorer*, the Columbia also has been awarded the Mobil 4-star award. The Ybor City restaurant seats 1,700 in fifteen different dining rooms extending one city block. Classic Spanish and Cuban cuisine are served with flair, and Flamenco and classical dance are performed Monday – Saturday nights.

DONATELLO

232 DALE MABRY HWY. N., TAMPA • 813.875.6660

Exquisite Northern Italian cuisine is presented in an elegant atmosphere of china, crystal, silver, subdued lighting and tuxedoed waiters. Featured menu items include osso buco, linguine with fresh crab and swordfish complemented by irresistible desserts and an extensive international wine list. AAA Four Diamond Award, Epicurean Rendezvous Award and Maison Recommandee for their outstanding wine list are just some of the kudos they have received.



FRENCHY'S – THE ORIGINAL
41 BAYMONT, CLEARWATER
BEACH • 727.446.3607

FRENCHY'S ROCK A WAY GRILL
7 ROCKAWAY ST., CLEARWATER
BEACH • 727.446.4844

FRENCHY'S SALTWATER
419 POINSETTA, CLEARWATER
BEACH • 727.461.6295

There are three Frenchy's restaurants on the island of Clearwater Beach. Each has its own style, but they all feature great seafood in a casual atmosphere. Frenchy's Rockaway Grille is an open-air restaurant with plenty of seating on the wide, white-sand beach providing a great view of the sun setting behind the Gulf of Mexico.

TAMPA BAY DINING

GUPPY'S ON THE BEACH

1701 GULF BLVD., INDIAN ROCKS BEACH • 727.593.2032

One of the most successful restaurateurs in the area is Eugen Fuhrman, a native of Munich. He started the Lobster Pot and now operates Guppy's, a small seafood restaurant with casual outdoor seating in front and rotating local artworks gracing the walls inside.

THE HURRICANE

**807 GULF WAY, ST. PETE BEACH
727.360.9558**

Enjoy a beautiful Florida sunset from the Hurricane's rooftop deck while taking pleasure in a tropical drink or feasting on their popular seafood dishes. The Hurricane is known as one of the most popular seafood restaurants on St. Pete Beach.



THE ISLAND WAY GRILL

20 ISLAND WAY, CLEARWATER • 727.461.6617

Former Tampa Bay Buccaneers players Mike Alstott and Dave Moore have teamed up with Salt Rock Grill Owner Frank Chivas to create a hip waterfront spot on Island Estates featuring Pacific-rim seafood. Enjoy fresh seafood, sushi, steaks and delightful desserts overlooking Clearwater Beach.

JACKSON'S BISTRO, BAR & SUSHI

601 S. HARBOUR ISLAND BLVD., TAMPA • 813.277.0112

Jackson's Bistro, Bar & Sushi specializes in downtown entertaining and dining and offers prime aged steaks and the freshest seafood and sushi available with a breathtaking view of the Tampa skyline. This downtown gem is within walking distance to several downtown hotels, and its waterfront location will help you relax and let loose with good food and spirits.

TAMPA BAY DINING



MISE EN PLACE

**442 W. KENNEDY BLVD., TAMPA
813.254.5373**

Located across from the University of Tampa and the scenic beauty of the former Tampa Bay Hotel, Mise En Place features New American cuisine with

fresh ingredients. Zagat survey says, "Kudos abound for this superb, cutting edge New American bistro in downtown Tampa, where chef Marty Blitz creates dishes that are inventive yet homey, turning each plate into art. Staffers know their food and really cater to the guests, and there's great bang for your buck." Blitz has represented the Tampa Bay Buccaneers at the Taste of the NFL for many years.

MYKONOS

628 DODECANESE BLVD., TARPON SPRINGS • 727.934.4306

Greek cuisine doesn't get any more authentic than at this family-owned Tarpon Springs institution, situated in the heart of town on Dodecanese Boulevard.

OYSTERCATCHERS

2900 BAYPORT DRIVE, TAMPA • 813.207.6815

It has an inspiring array of fresh and irresistible seafood, with an enchanting view of the bay from every table. Located behind the Hyatt Regency Westshore, Oystercatchers is nestled in a 35-acre nature preserve on the shores of Old Tampa Bay. The fish are so fresh you pick your own and the stylish setting is definitely not Florida casual. The fabulous water views provide a backdrop for huge servings.

PELAGIA TRATTORIA

4200 JIM WALTER BLVD., TAMPA • 813.313.3235

Relatively new to Tampa's culinary scene, PELAGIA has been critically acclaimed for its fresh flavors of Italy with a Mediterranean twist and is one of Tampa's best restaurants. Chef Fabrizio Schenardi, consistently named one of Florida's finest chefs, adds eclectic creations that will tempt the taste buds and create a memorable dining experience like

TAMPA BAY DINING

no other restaurant in the Bay area. With dishes like the signature crunchy stuffed olives with three meats appetizer and Pelagia Bouillabaisse, you won't soon forget this memorable dining experience located in the luxurious Renaissance Tampa International Plaza.

RED ROSE DINING ROOM

2011 N. WHEELER ST., PLANT CITY • 813.873.7697

If you're looking for the best dining in Plant City, then look no further than the Red Rose Dining Room. Chef Ricardo Ciabatti has a vast repertoire of elegant cuisine waiting to tempt your taste buds and tantalize the senses. Located in the newly renovated Ramada Inn Plantation House Hotel, you'll enjoy this unique dining experience.

SIDEBERN'S

**2208 W. MORRISON AVE., TAMPA
813.258.2233**

SideBern's, the sister restaurant of Tampa's famous Bern's Steak House, has gone global. The restaurant's cutting edge culinary style is a reflection of One World Cuisine, a global sampling of influences from around the world - including Asia, France, Africa, Latin America and the Mediterranean.



SKIPPER'S SMOKEHOUSE AND OYSTER BAR

910 SKIPPER ROAD, TAMPA • 813.971.0666

This casual Key West atmosphere, Floribbean menu and live music has made Skipper's Smokehouse a favorite gathering spot for locals and out of town guests since 1980. Don't leave without tasting the Gator Chili, a chef special.

TED PETERS FAMOUS SMOKED FISH

1350 PASADENA AVE., SOUTH PASADENA, FL • 727.381.7931

This simple, open-air classic remains true to its original form. For 51 years, visitors have been bringing in their fresh catches from the Gulf to be cooked on site, and for those who let the big one get away there's smoked mullet and other Florida fish cooked in a red oak smoker.

TAMPA BAY STORY IDEAS

What makes Tampa Bay so special? Try approaching your story from a fresh point of view. Need information on these story ideas or others? Looking for access to video footage or photography? Visit the Tampa Bay Super Bowl Host Committee Media Booth located inside the Tampa Convention Center during game week.

WHAT'S NEW IN TAMPA BAY

Tampa Bay's innovative ability to continuously grow and evolve keeps visitors coming back to this waterfront metropolis. Since Tampa Bay last hosted the game in 2001, the community has seen several new developments, many of which will provide an enhanced game week experience for visitors during Super Bowl XLIII. Channelside Bay Plaza opened in 2001 and will be a certain hot spot for Super Bowl revelers during game week. Additionally, the Embassy Suites Tampa Downtown also opened its doors for the first time in 2006 offering a direct connection to the Tampa Convention Center.



In 2002, the TECO Line Streetcar System made its debut after a 56-year absence. The air-conditioned replicas of the original electric streetcars that whisked passengers around the city years ago link the attractions and facilities of the downtown waterfront and port to historic Ybor City. The opening of International Plaza in 2001 further put the Bay Area on the map as a world-class retail market. The Plaza is adjacent to Tampa International Airport and also includes an outdoor entertainment area called Bay Street with upscale restaurants and lounges in an intimate sidewalk café setting.

PIRATES INVADE TAMPA BAY

For more than 100 years, pirates have invaded Tampa Bay in celebration of the spirit of adventure and antics of legendary pirate Jose Gaspar and his merry mates. Gasparilla Pirate

TAMPA BAY STORY IDEAS



Fest blasts off as 1,000 rowdy swashbucklers sail into downtown Tampa - with cannons booming and flags flying - on a fully-rigged pirate ship flanked by hundreds of pleasure crafts and vessels. The pirates then invade the city displaying their treasures in a colorful 2.5 mile parade. Gasparilla Pirate Fest will be held the week following Super Bowl XLIII. Activities include

the invasion and parade, plus Pirate's Chest Arts & Crafts show, the Gasparilla Midway and national entertainment acts performing throughout downtown.

AMERICA'S AWARD-WINNING BEACHES

Thirty-five miles of powder-soft sands and gentle emerald surf fronting the Gulf of Mexico make the St. Petersburg/Clearwater area a year-round family favorite. In 2008, not one but two local beaches were ranked #1 in America by two different organizations: TripAdvisor, the world's largest online travel community, named Fort De Soto Park the Best Beach in America, while leading coastal geologist Dr. Stephen Leatherman, a.k.a. "Dr. Beach," named Caladesi Island State Park America's Best Beach. From tropical island hideaways to historic Gulf-front neighborhoods to resort-lined strands bustling with activity, our beaches have it all. These accolades combined with the area's ideal weather – noted in the Guinness Book of World Records for consecutive sunny days – prove that America's Award-Winning Beaches offer a stretch of sand to match every vacationer's mood.



HISTORY ALIVE AND WELL IN COMMUNITIES OF TAMPA BAY

Cuban workers who settled here to work in the cigar industry created a strong, vivacious Latin community known as Ybor City (pronounced EE-bore). Nearly 12,000 master tabaqueros

TAMPA BAY STORY IDEAS



hand-rolled more than 700 million cigars a year making Ybor City the “Cigar Capital of the World.” Italians, Cubans, Spaniards and Germans made their way to Tampa to work in the cigar factories, creating

a “cultural collage” of a community. Visitors today can immerse themselves in the taste of Cuban bread and Spanish paella, the aroma of hand-rolled cigars and freshly brewed café con leche, and the sight of the brick streets, wrought iron balconies and old-time globe street lamps.

Tarpon Springs, a Greek enclave north of Clearwater, recently celebrated 100 years of Greek influence in 2006. Sponge diving first brought the Greek people to Tarpon Springs in 1905. Today the city has the highest percentage of Greek residents of any U.S. city and its Epiphany celebration is the largest in the nation. With its sponge diving boats and Greek restaurants, the area is a popular day-trip for beach visitors.

Just a short drive from Tampa lies Plant City —Tampa Bay’s best kept secret and winter strawberry capital of the world.

A quaint town, rich in history and tradition, Plant City let’s you explore a variety of stops on the National Register of

Historic Places and shop numerous antique stores. The Florida Strawberry Festival is a one-of-a-kind celebration of the area’s bountiful harvest of strawberries that dates back to 1930. The 11-day festival in late winter attracts hundreds of thousands of visitors from around the world.



BEYOND THE BEACHES – ARTS AND CULTURE

The Tampa Bay area is fast becoming the cultural core of Florida’s Gulf Coast and was recently awarded the distinction

TAMPA BAY STORY IDEAS

"Top Arts Destination" by *American Style Magazine*. The region's cherished art and history are on full display through independent and foreign film, critically acclaimed opera and orchestra, a stellar Broadway series and an eclectic collage of museums. The Salvador Dali Museum in St. Petersburg boasts the most comprehensive collection of the artist's surreal masterworks, while the downtown Tampa Henry B. Plant Museum offers a tribute to Florida's tourism industry and the Victorian era. Concerts and theatre productions are rich and varied at both the Mahaffey Theater at the Progress Energy Center for the Arts in St. Petersburg and the Tampa Bay Performing Arts Center, the largest performing arts complex south of Washington, D.C.



GATEWAY TO THE HIGH-TECH CORRIDOR

The communities of Tampa Bay are accelerating life's possibilities with a diverse economy of more than 156,000 businesses encompassing a wide range of industries including global manufacturing operations, health technology innovators, critical information exchanges and the distribution of goods and services. As one of the leading job generators in the U.S. with an enviable quality of life, the region continues to attract wealth and investment.



Tampa Bay boasts an innovative labor force of more than 1.9 million people in a market that attracts 180 new residents each day. As the gateway to Florida's High-Tech corridor and multiple universities and colleges with prime research facilities, Tampa Bay is home to well-known busi-

ness brands such as Raymond James Financial, GE Security, Outback Steakhouse, Jabil Circuit, Publix, Tech Data, Syniverse, Sykes, Marine Max, Tervis Tumblers and Rooms to Go.

TAMPA BAY STATS AND FACTS

- Tampa Bay is located on Florida's west coast. Its central location makes it easy to get to the beaches along the Gulf of Mexico and all attractions throughout Central Florida via I-4.
- The Tampa Bay region encompasses both Hillsborough and Pinellas Counties including the cities of Tampa, St. Petersburg and Clearwater.
- Tampa is Florida's third most populous city and the nation's 13th largest media market.
Hillsborough County - 1,139,830 / Pinellas County - 937,182
- The Tampa Bay area enjoys a temperate, semi-tropical climate. St. Petersburg holds the record for most consecutive days of sunshine – 768 to be exact.
Avg. Winter Temp: 62.5° F / Avg. Summer Temp: 81.4° F

DID YOU KNOW?

Known as the world's longest continuous sidewalk, Bayshore Boulevard borders Tampa Bay for 4.5 consecutive miles and was named one of AAA's "Top Roads."

Celebrities that have called Tampa home include Norman Schwarzkopf, George Steinbrenner, Jerry Springer and John Travolta.

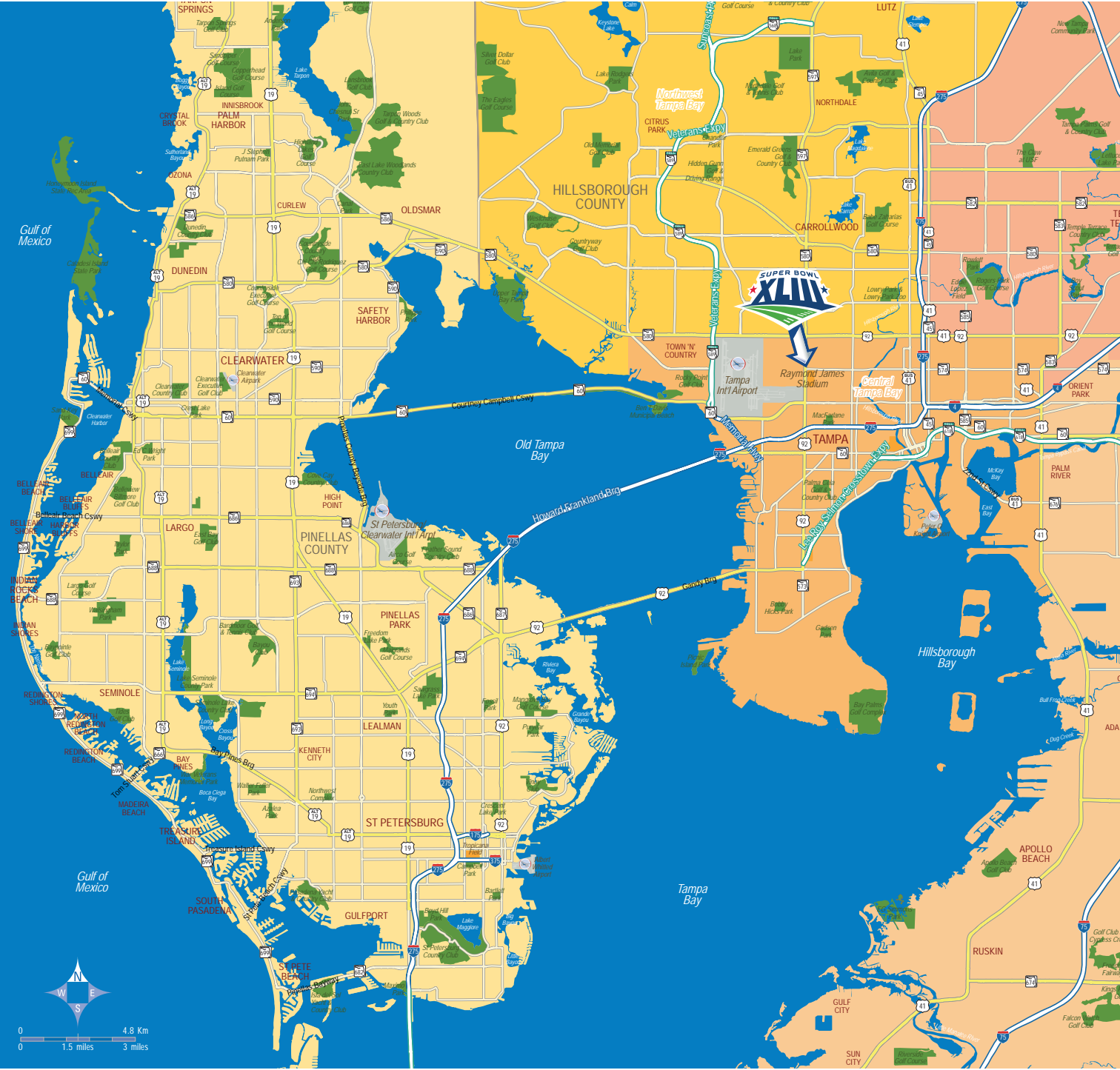
Tampa Bay is the only city in history to ever win the National Football League championship and the Arena Football League championship in the same year - with the Tampa Bay Buccaneers victory at Super Bowl XXXVII in January 2003 and the Tampa Bay Storm's Arena Bowl win in June 2003.

Plant City also holds the Guinness record for the world's largest strawberry shortcake. The 104-by-8-foot, 6,000-pound cake contained over 100,000 strawberries, 450 pounds of sugar and 600 pounds of whipped topping. The shortcake was listed in the 2000 edition of the Guinness Book of World Records and still holds the record today.



TAMPA BAY MAPS





Raymond James Stadium

Tampa Int'l Airport





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