

# MEDIA GUIDE

CITY OF PHOENIX COMMUNICATIONS OFFICE, (602)262-7177

MARCH 31 - APRIL 4, 2017



## WELCOME TO PHOENIX!

Phoenix is thrilled to host the NCAA Final Four fan events and welcome some of the most passionate fans in our nation.

Phoenix is the sixth-largest city in the United States and is the vibrant center of one of the fastest growing job markets and economies in the country.

With billions of dollars of development and growth in downtown Phoenix, it is easy to see why Phoenix was chosen to host the 2015 Super Bowl Fan Experience, 2016 College Football Championship and now the 2017 NCAA Final Four.

The city is loaded with sports and cultural attractions, distinctive restaurants, fascinating museums and endless outdoor opportunities. Enjoy some of the top resorts and spas while taking part in year-long outdoor living including golf, tennis, hiking, cycling, mountain biking, horseback riding, swimming and more.

Phoenix has also become a foodie's paradise with renowned chefs and long-time Phoenix eateries that tantalize the palates of Phoenix residents and visitors.

I welcome you to our city and invite you to discover the many great things Phoenix has to offer. I am a die-hard college basketball fan and can't wait to see which team takes home the trophy!

Sincerely,

A handwritten signature in black ink that reads "Greg Stanton". The signature is fluid and cursive, with the first letters of "Greg" and "Stanton" being capitalized and prominent.

Greg Stanton,  
Mayor





## PHX FAST FACTS

<b>Population:</b>	1.6 million
<b>Nickname:</b>	Valley of the Sun
<b>Elevation:</b>	1,117 feet
<b>Weather:</b>	300 days of sunshine
<b>Rain Totals:</b>	8.04 inches per year
<b>Top Industries:</b>	High-Tech Manufacturing Tourism Construction

## DID YOU KNOW?

- More than 22 million people visit Phoenix each year.
- Greater Phoenix is home to more than 200 golf courses.
- 15 MLB Teams conduct Spring Training in the Cactus League.
- Phoenix Sky Harbor International Airport has been named second best U.S. airport for food.
- Several museums exist throughout PHX. They include the Phoenix Art Museum, Arizona Capitol Museum, Arizona Military Museum, Hall of Flame Firefighting Museum, the Pueblo Grande Museum and Cultural Park, Children's Museum of Phoenix, Arizona Science Center, and the Heard Museum.



WHY PHOENIX?



A FREE three-day concert series,  
from March 31 to April 2 at  
Margaret T. Hance Park.  
Learn more at  
[phoenix.gov/finalfour](http://phoenix.gov/finalfour)

It's clear – PHX is the place to be for events in the big leagues! From the Super Bowl in 2015, followed by the College Football Playoff in 2016, and now the NCAA Men's Final Four.

Don't forget about spring training! Find out why the big championship games are choosing PHX as a prime destination, and why it's leading to more money and more jobs.

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## GETTING AROUND

Hundreds of thousands of people are expected to flock to PHX for one of the biggest sporting events of the year, the NCAA Men's Final Four. Find out how the city will keep traffic moving in the right direction and how you can navigate through the crowds.

**Visual Opportunities:** Before the crowds descend on downtown Phoenix, visit the traffic control center (through March 30) or take a ride on the Final Four wrapped Light Rail.

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## LIGHT RAIL TO DOWNTOWN

The Light Rail stations closest to the venues are:

**Fan Fest:** 3rd Street / Washington Street Station

**Fan Fest:** 3rd Street / Jefferson Street Station

**Music Festival:** Roosevelt Street / Central Avenue Station

### Light Rail Hours of Operation (& Frequency)

- Friday, March 31: 4 a.m. - 2 a.m.  
(every 12 minutes between 7:30 a.m. - 6:30 p.m., all other times every 20 minutes)
- Saturday, April 1: 5 a.m. - 2 a.m.  
(every 15 minutes between 6 a.m. - 7 p.m., all other times every 20 minutes)
- Sunday, April 2: 5 a.m. - 11 p.m. (every 20 minutes)
- Monday, April 3: 4 a.m. - Midnight  
(every 12 minutes between 7:30 a.m. - 6:30 p.m., all other times every 20 minutes)



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 or call/text: 602-261-8254

## DESTINATION PHX



Did you know that Departure Tuesday, which is the Tuesday following the big game, is the busiest travel day of the year at PHX Sky Harbor International Airport? Find out what your fans need to know before they fly out.

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## RUNWAY REFRESHMENT

Phoenix Sky Harbor International Airport has been named second best U.S. airport for food. America's Friendliest Airport® has pizza, salads, Southwestern cuisine, mouth-watering burgers, coffee and wine bars and unique dishes like exotic mushroom pan-fry. There is truly something for everyone as there is also vegetarian, vegan, and gluten-free offerings throughout the airport.

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# WHAT TO DO WHEN YOU'RE NOT WATCHING YOUR TEAM

## HIKING



### Watch the Weather

Yes, "it's a dry heat" – but Arizona's temperatures can be deceiving and dangerous.

### Dress Appropriately

Wear proper shoes, clothing, hat and sunscreen.

### Bring Water

Hydrate before you go. Have plenty of water, more than you think you need. Turn around before you drink half of your water.

### Keep in Contact

Carry a mobile phone.

### Team Up

Hike with others. If hiking solo, tell someone your start and end times, and location.

### Be Honest

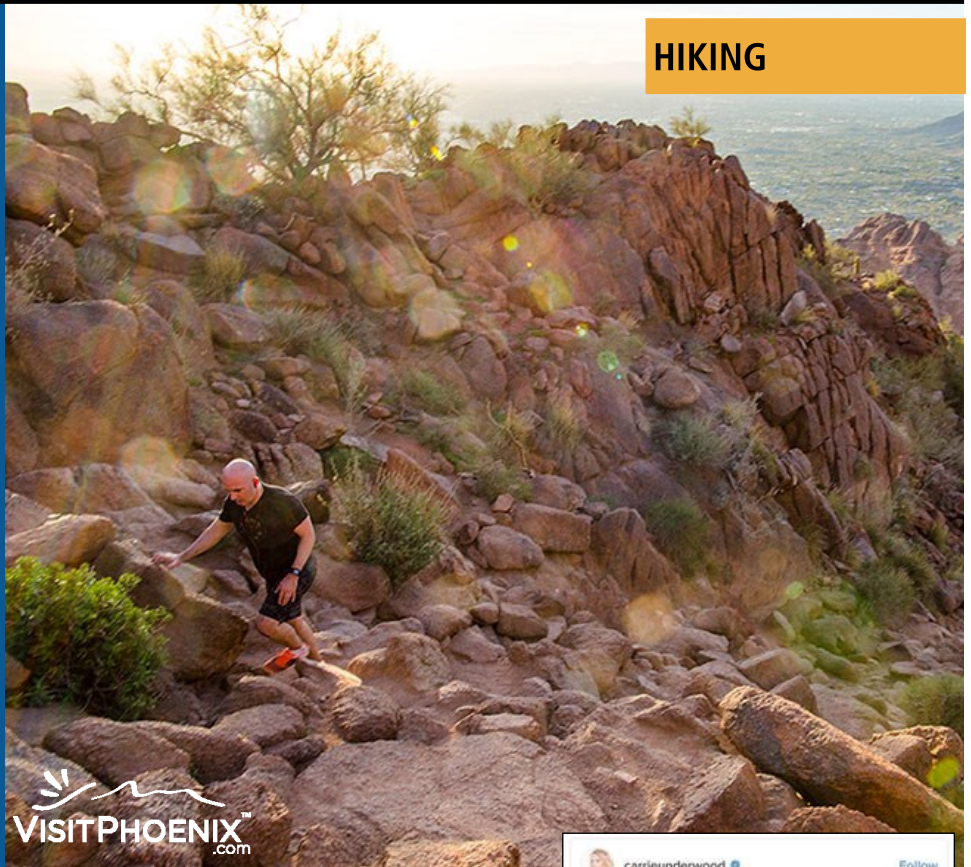
Do you have a medical condition? Don't push yourself!

### Don't Trailblaze

Enjoy the Sonoran Desert's beautiful and undeveloped landscape, but please stay on designated trails.

### Take Responsibility

Don't be "that person" – the one who wasn't prepared, shouldn't have been there for health reasons or ignored safety guidelines.



PHX is an outdoor enthusiasts paradise. Did you know that National Geographic named Phoenix one of the best hiking cities in the nation? Come find out why celebrities like Carrie Underwood and Katy Perry hike here. PHX has more than 200 miles of breathtaking trails that can be tailored to all ability levels, including the notable Camelback Mountain and Papago Park "Hole in the Rock".

### Media Contact:

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## WHAT TO DO WHEN YOU'RE NOT WATCHING YOUR TEAM

### RELAX AT THE POOL



When your team is not on the court, it is time to get outside.

Lay by the pool! Weather in Phoenix is absolutely perfect this time of year. Those from cold-weather cities will head home with a nice golden tan.

Families stroll through the Africa, Arizona, Savanna, Tropics, and children's trails to discover more than 1,300 animals at the Phoenix Zoo.

And don't forget to get in a round of golf at one of Phoenix's championship courses.



## PHX NCAA FORECAST

Thursday, March 30

84°/58°

Friday, March 31

80°/56°

Saturday, April 1

77°/56°

Sunday, April 2

81°/58°

Monday, April 3

86°/60°

Tuesday, April 4

88°/62°

*Forecast courtesy of the National Weather Service*

### TIME "FORE" GOLF



### Follow PHX!



Connect with PHX  
CityofPhoenixAZ

### Get PHX Full Access to these great stories on PHXTV

In the weeks leading up to the Final Four, there is lots of activity and preparations underway around PHX to get ready for the fans and the big events.

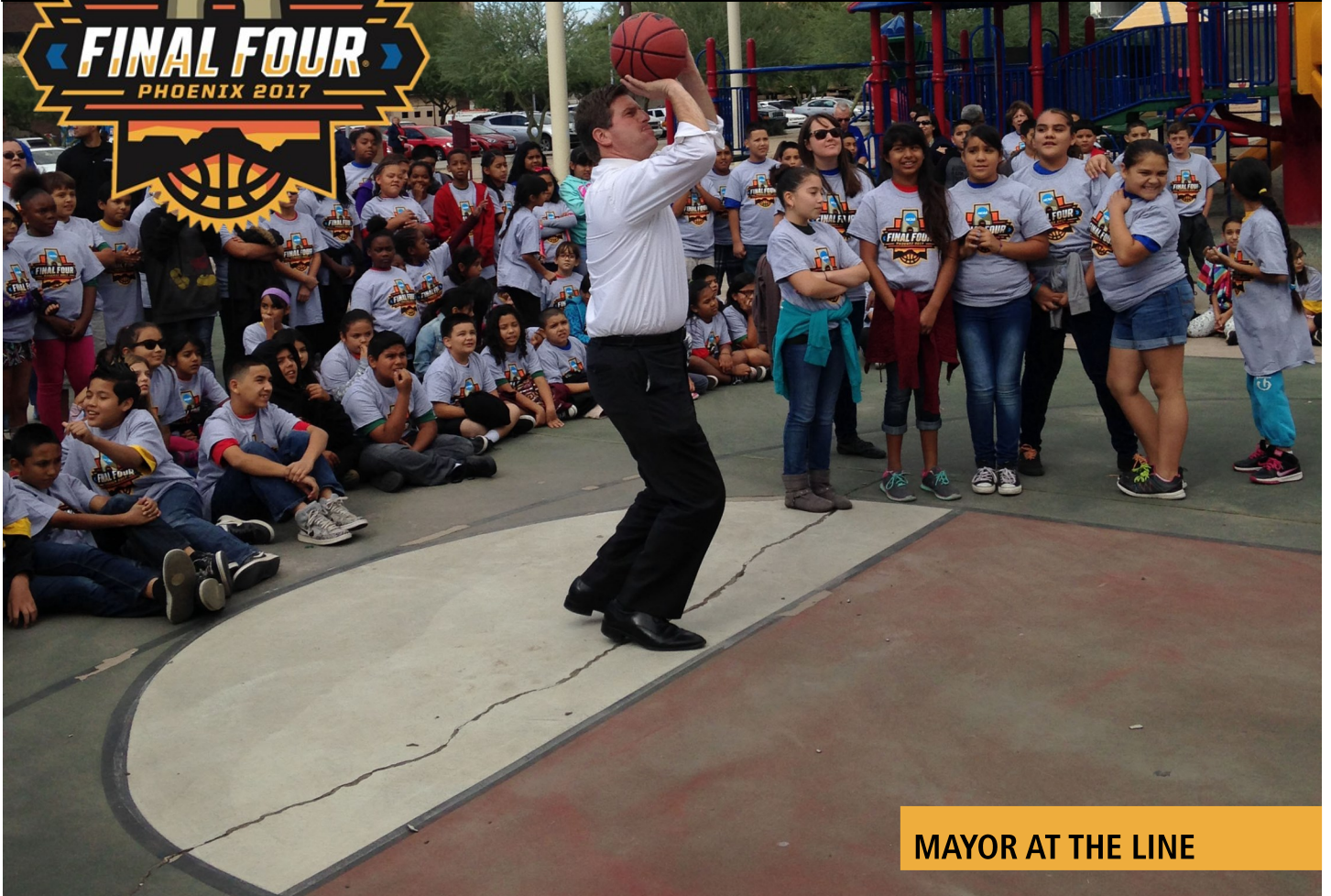
Phoenix Full Access stories can be found on our YouTube page a @CityofPhoenixAZ #PHXFinalFour 2017.

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NCAA

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PHX SPORTS SCENE



**MAYOR AT THE LINE**

Harmon Park's basketball court is nearly 100-years old. It's in the heart of downtown Phoenix. A landmark that has attracted college and pro players looking for top-flight pickup competition and was used as a training facility by the Harlem Globetrotters. Now it's the focus of an NCAA Legacy Restorations project which will refurbish the court for more than 18,000 neighborhood children, many of them underprivileged.

**Visual Opportunities:** Come play a game, take photos or video of the court and find out why this court is so special. Interviews available.

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Four professional sport franchises call PHX home

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## FINAL FOUR SELFIE LOCATIONS



Want to know the perfect spot to stand for your selfie? Here are some fan favorite selfie locations in PHX, so put on your walking shoes, grab your camera, and snap some shots!

1

### 3D NCAA BRACKET

Final Four Fan Fest,  
Phoenix Convention Center

4

### LIGHT RAIL TRAIN

Catch a ride on the "Road Ends  
Here" wrapped train

2

### FERRIS WHEEL

Music Festival,  
Margaret T. Hance Park

5

### AIRPORT

Catch special NCAA signs and  
ride the PHX Sky Train®

3

### FAN FEST EVENTS

Autograph Row, Dribble Event  
Phoenix Convention Center

6

### NCAA TROPHY

Final Four Fan Fest,  
Phoenix Convention Center

Tag us in your selfies! #PHXFinalFour #FinalFour

## SCORING BIG WITH ZERO WASTE



What makes PHX a success in obtaining a zero waste goal when all the big national sport events come to town? Education! The Zero Waste team is determined to give Final Four Fan Fest participants a helping hand to assist Phoenix achieve its zero waste goal during the events.

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To provide a safer environment for the public and expedite fan entry a **Clear Bag Policy** limits the size and type of bags that may be brought into all event venues, including Fan Fest (at Phoenix Convention Center), Music Festival (at Margaret T. Hance Park), and events at the University of Phoenix Stadium. Attendees are strongly encouraged to not bring any type of prohibited bags. Fans will be able to carry the following style and size bag:

- Clear plastic, vinyl or PVC bags that do not exceed 12" x 6" x 12"
- Small clutch bags, with or without a handle, that do not exceed 5.5" x 8.5"
- One-gallon clear plastic freezer bag (Ziploc bag or similar)

*Prohibited items include, but are not limited to: purses larger than a clutch bag, coolers, briefcases, backpacks, fanny packs, diaper bags, luggage of any kind, seat cushions, computer bags and camera bags or any bag larger than the permissible size. An exception will be made for medically necessary items after proper inspection at ADA entry locations.*