



50 FUND ANNOUNCES OPENING OF THIRD ROUND OF PLAYMAKER GRANTS

Host Committee's Legacy Fund Partners with the Levi's® Brand to Draft Five "Rookie Playmakers," Youth Leaders Making a Difference In Their Communities

SAN FRANCISCO—Today, 50 Fund, the legacy fund of the San Francisco Bay Area Super Bowl 50 Host Committee, will start accepting applications for the third round of its Playmaker grants program. Ten Bay Area nonprofits, each nominating an individual "Playmaker" making a difference in the community, will be selected as part of a program that is providing 50 \$10,000 grants to 50 nonprofits in the lead-up to Super Bowl 50.

For this round, 50 Fund is partnering with the [Levi's® brand](#) to highlight five young leaders in the Bay Area who are making a difference by protecting the environment and the people in our community who are most in need. Starting today, youth between the ages of 13 to 24 who give back to a local nonprofit organization and are stewards of their community will be eligible as a [Rookie Playmaker drafted by the Levi's® brand](#).

In addition to the grant awarded to the organization, the five Rookie Playmakers drafted by the Levi's® brand will receive tickets and a VIP gameday experience for a San Francisco 49ers game at Levi's® Stadium during the 2015 regular season. The Levi's® brand will host an appreciation event during Super Bowl week for all of the 50 Fund Playmakers to celebrate these leaders in the community who are giving back.

"At Levi Strauss & Co., we've always believed in taking a 'profits through principles' approach to business and empowering the people who are using their voice and actions to make our community a better place," said James Curleigh, President of the Levi's® brand. "Just as we've gotten our start here in San Francisco, we want to support the next generation of community Playmakers who are growing up in our region and will keep it on the leading edge of social innovation for years to come."

As part of the Playmaker program, each organization and the Playmaker they nominate are recognized in a video released each week with the grant announcement. Produced by BAYCAT, a Bay Area social enterprise, the videos showcase the important resource that both the organization and the individual are in the community, and how they are making a difference. The 50 Fund Playmaker videos can be found on the [Super Bowl Host Committee's website](#).

“The Playmaker videos we release every Tuesday are a source of incredible inspiration, and we can’t wait to share the stories of our Playmaker Rookies and their unique contributions to our region,” said Kamba Tshionyi, Chair of the 50 Fund. “Their stories really add depth to the narrative and reiterate how Super Bowl 50 will leave a legacy of positive impact for Bay Area communities.”

Applications for the Playmaker grants program will be accepted online August 4 through August 31. As in past rounds, Playmaker applicants must be 501(c)(3) tax-exempt, nonprofit organizations based in the nine-county San Francisco Bay Area that are seeking one-time funding for projects where the \$10,000 Playmaker grant will be the last or only funding necessary to support the project’s full costs, and must include an individual nominated as their Playmaker. To date, 23 Playmaker grants have been awarded. For more information and to apply, visit 50fund.org.

As part of its commitment to making Super Bowl 50 the most giving ever, [The NFL Foundation](http://TheNFLFoundation.com) has made a \$1 million grant to 50 Fund as part of its Super Bowl Legacy Grant Program. This is the largest contribution to 50 Fund to date, and matches local private and public donations that have been made as part of the Host Committee's commitment to give 25 percent of all the funds it raises back to community nonprofits through 50 Fund.

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About 50 Fund:

50 Fund is the signature philanthropic initiative of the San Francisco Bay Area Super Bowl 50 Host Committee. Its goal is to help close the opportunity gap that exists for Bay Area children, youth and young adults living in low-income communities. Through its grantmaking programs, 50 Fund will support organizations and initiatives making a difference, tackling big issues and scaling their impact. For more information, visit www.50fund.org

About the San Francisco Bay Area Super Bowl 50 Host Committee:

Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl Host Committee is responsible for Super Bowl 50 and its celebration elements, including the Super Bowl City fan village, public exhibits and planning of game day logistics. The Host Committee will donate 25% of every dollar raised to Bay Area community initiatives and high-performing nonprofits through 50 Fund. To be hosted in the state-of-the-art Levi’s Stadium in Santa Clara in 2016, Super Bowl 50 will be celebrated through a series of events that showcase all the Bay Area has to offer. For more information, visit www.sfbaysuperbowl.com.

About The Levi’s® Brand:

The Levi’s® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi’s® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi’s® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry.

Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit levi.com.

Follow the San Francisco Bay Area Super Bowl 50 Host Committee:

Online at www.sfbaysuperbowl.com or www.50fund.org

Facebook at www.facebook.com/superbowl50 or www.facebook.com/the50fund

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