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**Detroit Metro Convention & Visitors Bureau releases report-
“More Than Just a Game: A Communications Analysis of Super Bowl XL”**

Detroit, Mich.—Approximately 90 percent of the local and national media coverage of metro Detroit during Super Bowl XL was positive or neutral, according to a report released this week by the Detroit Metro Convention & Visitors Bureau (DMCVB.)

The report also includes the \$261 million economic impact and other key visitor statistics from Super Bowl XL, as well as the MLB All-Star Game in 2005, and the 35th Ryder Cup Matches in 2004. Key Super Bowl XL media statistics during early 2006 include: more than 233 million media impressions, nearly 2,000 print and broadcast stories and an estimated \$11 million-plus in advertising value for the media coverage.

The report, “More Than Just A Game: A Communications Analysis of Super Bowl XL,” was commissioned by the DMCVB in collaboration with the Detroit Super Bowl XL Host Committee and lovio | george | inc, a Detroit public relations, marketing and ad agency.

The report outlines the key communications strategies and messages from the time the Super Bowl was awarded to Detroit in 2000, to game week in late January through early February 2006. It also includes a sampling of headlines from 2000 to 2006 from media outlets across the state and the country. A DVD of highlights from Super Bowl XL was also sent to key business leaders to use in helping to keep the positive momentum going.

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“More than 100,000 people visited metro Detroit from out of town during Super Bowl week, including more than 3,000 members of the media. Thanks to the NFL, the Host Committee and everyone involved, we couldn’t have asked for a better Super Bowl experience for our guests,” says Larry Alexander, President & CEO of the DMCVB.

Locally, more than 1.2 million people experienced Motown Winter Blast and related events such as the NFL Experience.

“Now that a couple of months have passed, we’re even more proud to have been a part of what was likely the biggest event in Detroit’s sports and entertainment history,” Alexander says. “We look forward to promoting and building on the success of Super Bowl XL with other conventions and sporting events considering metro Detroit as a host.”

“From the minute we won the bid to host the game in 2000, to the final press conference the day after Super Bowl in 2006, the community stepped up to the plate with energy and focus to ensure Super Bowl XL was a success. This report reflects that effort,” says Susan Sherer, Executive Director of the Detroit Super Bowl XL Host Committee.

Sherer adds, “We certainly achieved our goal to change the conversation about Detroit, and we’re confident that metro Detroiters will continue to embrace the excellent work, spirit and hospitality of our community to keep the momentum going.”

For details about new events or developments in metro Detroit, go to www.visitdetroit.com.

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