



Tentative Event Timeline

Thursday, January 31, 2008

- 11:00AM – 4:00PM Daytime Festival
- 3:30PM - 5:30PM Direct TV Celebrity Beach Bowl presented by SpikeTV (to take place on football field)
- 6:00PM – 1:00AM Nighttime Festivities: DJ Vice , DJ Reach

Friday, February 1, 2008

- 11:00AM – 4:00PM Daytime Festival
- 10:00AM – 2:00PM "Off The Field" Fashion Show (NFL retired players and wives group)
- 5:00PM - 8:30PM Charity Poker Tournament with One Five Foundation to benefit Junior Achievement of Arizona*
- 6:00PM – 1:00AM Nighttime Festivities: Wyclef Jean, DJ Roonie G, and Ravi Drums

Saturday, February 2, 2008

- 11:00AM – 4:00PM Daytime Festival
- 7:00PM- 1:00AM izona Super Bowl Host Committee Official Kick-Off Party
- Nighttime Festivities: Velvet Revolver, Paul Oakenfold, Juliette Lewis and the Licks, Chris Clouse, Roctakon

