



## IT'S GAME TIME AT MALL OF AMERICA®

The Bold North™ is calling and we're ready to celebrate! It's the biggest game of the year and Mall of America will be more thrilling than ever. Join us as we host 10 days of incredible entertainment, shopping and once-in-a-lifetime activities fans of all ages are sure to enjoy. Get in on all of the action with iconic brands like Best Buy®, NIKE, Microsoft, Under Armour® and more. This will be your championship destination for incomparable experiences, celebrity sightings and events that will make you want to break out your best touchdown dance.

It's all happening right here at Mall of America. Where fans shop, dine, stay and play.

OVER 520 STORES  
50 DINING OPTIONS  
13 ATTRACTIONS

## EVENTS + ATTRACTIONS

- LEVEL 1**
- BLOOMINGTON CONVENTION + VISITORS BUREAU PHOTO OP**  
Level 1, North | 1/27 - 2/4
  - NBC SPORTS SUNDAY NIGHT FOOTBALL BUS**  
North Lot | 1/29
  - UNDER ARMOUR® COMBINE TRAINING**  
Macy's Court | 1/29 - 1/30
  - SIRIUSXM LIVE BROADCASTS**  
Atrium | 1/29 - 2/2
  - PEPSICO RECYCLING ROADSTER**  
Level 1, North | 1/31 - 2/4
  - BEST BUY® TECH ZONE**  
Rotunda | 1/30 - 2/3
  - DIRECTV® NOW BOOM BOX**  
Sears Court | 1/31 - 2/2
  - VERIZON UP BOOTH**  
Nordstrom Court | 1/31 - 2/4
  - OLD SPICE EXCEPTIONAL SCENT EVENT**  
Macy's Court | 2/1

- LEVEL 1 (CONT.)**
- COURTYARD'S 4D SUPER BOWL DOME EXPERIENCE**  
West Market Square | 2/2 - 2/3
  - GAMEDAY ATTRACTIONS**  
Atrium | 2/4
  - TREVL'S TESLA RENTAL**  
Nordstrom Court | Ongoing

- LEVEL 2**
- MARK HERMAN ARTWORK**  
Level 2, Central Parkway | Ongoing

- LEVEL 3**
- FAN GALLERY (RADIO ROW)**  
Culinary on North | 1/29 - 2/2
  - MTN DEW® ICE BOX**  
Level 3, North | 1/31 - 2/3

- IN-STORE EVENTS**
- MICROSOFT STORE**  
Level 1, South | 1/30 - 2/2
  - HARD ROCK CAFE**  
South Entrance of Nickelodeon Universe® | 1/31 - 2/2
  - MACY'S GET INTO THE GAME**  
Level 2, Macy's | 2/1 - 2/4
  - NIKE**  
Level 2, West | 2/2 - 2/4
  - BEST BUY®**  
Level 3, West | 2/2
  - PLUS DOZENS MORE**

OFFICIAL GEAR

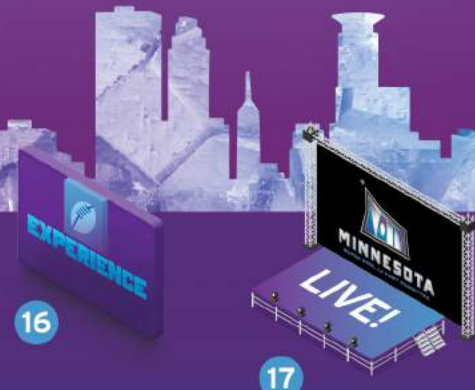
**3** U.S. BANK STADIUMS COULD FIT WITHIN MALL OF AMERICA

**DID YOU KNOW?**



MALL OF AMERICA USED TO BE HOME TO METROPOLITAN STADIUM (WHERE THE VIKINGS ORIGINALLY PLAYED)

- DOWNTOWN**
- SUPER BOWL EXPERIENCE DRIVEN BY GENESIS**  
Minneapolis Convention Center
  - SUPER BOWL LIVE PRESENTED BY VERIZON**  
Nicollet Mall





## PARKING + TRANSPORTATION

### PARKING

MOA\* can accommodate 12,000+ cars in two ramps plus hundreds more on surface lots.

### GROUND TRANSPORTATION

50+ hotels offer free shuttle service to and from the airport and the Mall. Hotel shuttles, airport taxis and tour buses drop off and pick up passengers at the North Entrance with convenient access from American Boulevard.

Light Rail Transit (LRT) operates directly from the airport to MOA and downtown Minneapolis. LRT and Metro Transit buses are located on the east side of the Mall.

### UBER

Request a driver from your current location and then select one of five specific pickup or drop-off zones at Mall of America\*.

## SPECIAL DEALS FOR FANS

### MOA ATTRACTION BUNDLES

Save up to 25% on attraction gate prices when you purchase single day or multi day packages. Participating attractions include Nickelodeon Universe®, SEA LIFE® Minnesota Aquarium, Crayola Experience, FlyOver America, Dutchman's Deck Adventure Course, Rock of Ages Blacklight Mini Golf, Moose Mountain Adventure Golf and the Amazing Mirror Maze. Visit [nickelodeonuniverse.com](http://nickelodeonuniverse.com) for details.

FOR MORE GREAT DEALS, VISIT: [mallofamerica.com/boldnorth](http://mallofamerica.com/boldnorth)

# BOLD NORTH™ ACTIVITIES AT MALL OF AMERICA®

Check out [mallofamerica.com/boldnorth](http://mallofamerica.com/boldnorth) for more information on events, activities and celebrity appearances. Plus, sign up for email updates for the full schedule of events, deals + more!

## LEVEL 1



### NBC SPORTS SUNDAY NIGHT FOOTBALL BUS

North Lot | 1/29

Visit the SNF Bus featuring the Vince Lombardi Trophy, a replica of the Football Night in America desk + photo opportunities.



### UNDER ARMOUR® COMBINE TRAINING

Macy's Court | 1/29 - 1/30

Join UA for classes designed to provide you with the tools to deliver your best Combine performance and to stay in peak physical condition.



### SIRIUSXM LIVE BROADCASTS

Atrium | 1/29 - 2/2

Watch interviews with your favorite celebrities, professional athletes, coaches and alumni during live broadcasts with SiriusXM.



### PEPSICO RECYCLING ROADSTER

Level 1, North | 1/31 - 2/4

Participate in the sustainability fun by testing your recycling knowledge, snapping a picture in the photo booth or playing compost cornhole!



### MICROSOFT STORE

Level 1, South | 1/30 - 2/2

Experience 4K Live sessions, player meet and greets, a Madden 18 tournament + more.



### BEST BUY® TECH ZONE

Rotunda | 1/30 - 2/3

Learn how to bring the game to life with 4K TVs and hard-hitting sound. Put yourself on the field with the latest in gaming and throw the perfect party with in-home concessions and smart devices. Plus, you can enter for a chance to win Best Buy gift cards and game-changing tech from Bose.



### DIRECTV® NOW BOOM BOX

Sears Court | 1/31 - 2/2

Meet surprise special guests and follow @DIRECTVNOW on Twitter for updates on who's coming to dance and hang out.



### HARD ROCK CAFE®

Nickelodeon Universe® South Entrance | 1/31 - 2/2

Watch live broadcasts with ESPN talent featuring Golic and Wingo and Stephen A. Smith.



### VERIZON UP BOOTH

Nordstrom Court | 1/31 - 2/4

Verizon customers, stop by the Verizon Up Booth for exclusive Super Bowl LII rewards.



### OLD SPICE EXCEPTIONAL SCENT EVENT

Macy's Court | 2/1

Join the Old Spice Guy, Super Bowl 50 MVP Von Miller + special guest for a meet and greet as they introduce Exceptional Scents for Exceptional Gents with the latest scents from Old Spice. Free samples from Old Spice all day.



### COURTYARD'S 4D SUPER BOWL DOME EXPERIENCE

West Market Square | 2/2 - 2/3

Want to experience what it's like to wake up at Super Bowl LII? Come visit the Courtyard 4D Dome.



### GAMEDAY ATTRACTIONS

Atrium | 2/4

Celebrate the Big Game as you look like a pro by stepping into a life-size team mannequin, try on authentic team uniforms and enjoy custom photo opportunities with NFL Cheerleaders + more.



### TREVLS TESLA RENTALS

Nordstrom Court | Ongoing

TREVLS Tesla Rentals is the first all-electric car rental fleet in the nation. Explore the Twin Cities in a Tesla Model S or X.

## LEVEL 2



### MACY'S GET INTO THE GAME

Level 2, Macy's Locker Room by Lids | 2/1 - 2/4

Catch Macy's all-star lineup of exciting events including special promotions and giveaways, opportunities to meet some of football's biggest stars and exciting pre-game festivities.



### NIKE

Level 2, West | 2/2 - 2/4

Stop by the NIKE store to catch celebrity sightings from NIKE influencers and athletes.



### MARK HERMAN ARTWORK

Level 2, Central Parkway | Ongoing

Visit the artwork installation featuring Minnesota landmarks.

## LEVEL 3



### FAN GALLERY (RADIO ROW)

Level 3, Culinary on North | 1/29 - 2/2

Enjoy a unique opportunity for fans to watch broadcasters, professional athletes and celebrities during live broadcasts throughout the week. Be part of the energy and excitement at this signature NFL event in the Media Center.



### MTN DEW® ICE BOX

Level 3, North | 1/31 - 2/3

Swing by for perfectly chilled MTN DEW® ICE samples, charging stations, chill in the ICE BOX lounge, participate in a game of ICE air hockey, mingle with your favorite NFL players + take home some swag.



### WESTWOOD ONE'S SUPER BOWL PREVIEW

Best Buy | Level 3, West | 2/2

Join Chase Pay and Best Buy, where they will be hosting a taping of Westwood One's Super Bowl Preview Show. The show boasts an all-star crew, including Former NFL MVP Boomer Esiason, Super Bowl XXXI Winning Coach Mike Holmgren and Voice of NFL Films Scott Graham.



## EXTENDED HOURS

1/26 - 1/31 10 a.m. - 10 p.m.

2/1 - 2/3 9 a.m. - 11 p.m.

2/4 9 a.m. - 7 p.m.

2/5 9 a.m. - 9:30 p.m.

Restaurant, Bars + Attractions  
Restaurant, bar + attraction hours may vary from 1/26 - 2/4. For more information, visit [mallofamerica.com/boldnorth](http://mallofamerica.com/boldnorth).

## PURCHASE OFFICIAL GEAR

ALEX AND ANI ..... Level 1, South	Love From Minnesota ..... Level 3, West
Build-A-Bear Workshop ..... Level 1, East	Macy's ..... Level 2, Macy's
Champs ..... Level 2, East   Level 3, West	Minnesot-ah! ..... Level 1, East
Custom Design ..... Level 1, North	NFL Shop ..... Level 2, South
Evereve ..... Level 1, South	NIKE ..... Level 2, West
Goldy's Locker Room ..... Level 3, West	Old Navy ..... Level 1, East
Hockey Minnesota ..... Level 1, East	Pro Image ..... Level 2, North
Lids ..... Level 1, East   Level 2, North Level 3, West   Level 3, East   Level 3, North	Tervis ..... Level 3, West
	Vikings Locker Room ..... Level 1, East

FOR A FULL STORE LIST, VISIT [MALLOFAMERICA.COM](http://MALLOFAMERICA.COM)

## WATCH THE BIG GAME + CELEBRATE HERE

Bubba Gump Shrimp Co* ..... Level 3, South	Dick's Last Resort ..... Level 4, South
Buffalo Wild Wings* ..... Level 3, South	GameWorks Sports Grille* ..... Level 4, East
Cadillac Ranch* ..... Level 3, South	Hard Rock Cafe® ..... Nickelodeon Universe®
Cantina #1* ..... Level 4, East	Hooters* ..... Level 4, East
Cantina Laredo ..... Level 3, West	Margaritaville* ..... Level 3, East
Cowboy Jack's* ..... Level 3, South	SMAAASH Recharge Bar + Cafe ..... Level 4, East
CRAVE* ..... Level 3, South	

[ \*RESTAURANTS OPEN UNTIL 4 A.M. ON 2/4 ]

## SHARE YOUR EXPERIENCE BY TAGGING

@mallofamerica | #BoldNorthMOA

## DIGITAL CONCIERGE SERVICE

Questions? Reach out to us across Facebook, Twitter, Instagram + Snapchat. Plus, you can text us at 952.333.6828, [mallofamerica.com/chat](http://mallofamerica.com/chat) or the MOA app.

## PARENTAL ESCORT POLICY

On Friday and Saturday evenings, youth under the age of 16 must be accompanied by an adult, 21 years or older from 4 p.m. until close.

## SECURITY

If you see something, say something. Contact 952.883.8888.



## EXTENDED HOURS

1/29 - 2/3 10 a.m. - 9:30 p.m.

1/30 Closed (Private Event)\*

2/1 10 a.m. - 6 p.m.

2/4 9 a.m. - 7 p.m.

\*Note: FlyOver America will remain open on 1/30 from 10 a.m. - 5:30 p.m. American Girl® + Candy Universe IT'S SUGAR will be open during regular business hours.