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®, NKE, 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.

LEVEL 1
1. BLOOMINGTON CONVENTION + VISITOR’S BUREAU PHOTO OP
Level 1, North | 12 PM - 5 PM
2. NBC SPORTS SUNDAY NIGHT FOOTBALL BUS
North Entrance | 10 AM - 10 PM
3. UNDER ARMOUR® COMBINE TRAINING
Nordstrom Court | 11 AM - 5 PM
4. SIRIUSXM LIVE BROADCASTS
Retail Level | 11 AM - 5 PM
5. PEPSICO RECYCLING ROADSTER
Level 1, North | 10 AM - 5 PM
6. BEST BUY® TECH ZONE
Retained Entrance | 10 AM - 5 PM
7. DIRECTV® NOW BOOM BOX
Stearns Court | 10 AM - 5 PM
8. VERIZON UP BOOTHS
Nordstrom Court | 10 AM - 5 PM
9. OLD SPICE EXCEPTIONAL SAGET EVENT
Macy’s Court | 10 AM - 5 PM

LEVEL 1 (CONT.)
10. COURTYARD’S 40 SUPER BOWL EXPERIENCE
Next Market Square | 2 PM - 5 PM
11. GAME DAY ATTRACTIONS
Attract | 11 AM - 5 PM
12. TRELLIS TESLA RENTAL
Nordstrom Court | 11 AM - 5 PM
13. MARK HERMAN ARTWORK
Level 2, Central Parking | Displaying
LEVEL 2
14. FAN GALLERY (RADIO ROW)
Culinary on North | 10 AM - 5 PM
15. MTN DEMO ICE BOX
Level 2, North | 11 AM - 5 PM

LEVEL 3
16. NORDSTROM COURT

LEVEL 4
17. DOWNTOWN
18. SUPER BOWL EXPERIENCE DRIVEN BY GENESIS
Minneapolis Convention Center
19. SUPER BOWL LIVE PRESENTED BY VERIZON
Karatet Well

OVER 520 STORES
50 DINING OPTIONS
13 ATTRACTIONS

IN-STORE EVENTS
MICROSOFT STORE
Level 2 South | 11 AM - 4 PM
HARD ROCK CAFE
South Entrance of Nickelodeon Universe® | 11 AM - 4 PM
MACY’S GET INTO THE GAME
Level 2, Macy’s | 11 AM - 4 PM
NKE
Level 2, Mid | 12 PM - 2 PM
BEST BUY®
Level 3, Mid | 2 PM

OFFICIAL GEAR
PLUS DOZENS MORE

DID YOU KNOW?
US BANK STADIUM COULD FIT WITHIN MALL OF AMERICA

MALL OF AMERICA
USED TO BE HOME TO METROPOLITAN STADIUM (WHERE THE VIKINGS ORIGINALLY PLAYED)
BOLD NORTH ACTIVITIES AT MALL OF AMERICA®

Check out 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 UN 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 perform at your best during performance testing and in today’s physical condition.

SIRIUSXM LIVE BROADCASTS
Atrium | 1/29 - 2/2
Watch interviews with your favorite celebrities, professional athletes, coaches and analysts during live broadcasts with SiriusXM.

PEPSICO RECYCLING ROADSTERS
Level 1, North | 1/30 - 2/2
Participate in the sustainability by helping fund your recycling knowledge, snapping a picture in the photo booth or playing classic carnival!

MICROSOFT STORE
Level 1, South | 1/30 - 2/2
Experience HoloLens sessions, player meet and sports, a Madden II tournament + more!

BEST BUY® TECH ZONE
Rotunda | 1/29 - 2/2
Learn how to bring the game to life with the latest TV and sound, hard-hitting tech, in person. Get hands-on with the latest in gaming and throw the perfect party with your home consoles and smartphone. 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 | 1/30 - 2/2
Meet special guests and direct your DirecTV NOW or Twitter for updates on your coming to the boom box.

HARD ROCK CAFE®
Nickelson USA Sports Center | 1/31 - 2/2
Watch live broadcasts with ESPN Network broadcast coaches Golic and Kinsella and Stephen A. Smith.

VERIZON UP BOOTH
Northbrella | 1/31 - 2/2
Visit the Verizon Up Booth for exclusive Super Bowl LII rewards.

OLD SPICE EXCEPTIONAL SCENT EVENT
Macy’s Court | 1/31
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 Guys with the latest scents from Old Spice. Free samples from Old Spice at the booth.

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? Visit the Courtyard Goes Done.

GAMETIME ATTRACTIONS
Atrium | 2/2
Celebrate the Game as you might see it. drop into a life-size game environment, try on authentic league uniforms and enjoy classic photo opportunities with NFL Cheerleaders + more.

TREIVS TESLA RENTALS
Nickelson USA Sports Center | 1/31 - 2/2
Rent a Tesla Model S in the Nickelson USA Event Center. Explore the Twin Cities in a Tesla Model S. Experience the Next®.

LEVEL 2

MACY’S GET INTO THE GAME
Level 2, Macy’s Locker Room by Lids | 2/3 - 2/4
Crate Macy’s as a fan of exciting events including special promotions and giveaways, opportunities to meet some of football’s biggest stars and exclusive pre-game festivities.

NIKE
Level 2, West | 2/2 - 2/4
Shop the Nike store to catch celebrity sightings from NKI influencers and athletes.

LEVEL 3

FAN GALLERY (RADIO ROW)
Level 3, Calvary on North | 1/29 - 2/2
Enjoy a unique opportunity for fans to watch broadcasts, 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 DW® ICE BOX
Level 3, North | 1/31 - 2/3
Swing by for perfectly chilled MTN DEW® KEV sips, charging stations, chill in the ICE BOX lounge, participate in a game of ES or hockey, mingle with your favorite NFL players + more.

TOURING HOURS
10 AM - 11 PM, 1/29 - 2/3
11 AM - 7 PM, 2/4
Restaurant, bars + attractions open one hour early from 10 AM - 11 PM for more information, visit mallofamerica.com/boldnorth.

SHARE YOUR EXPERIENCE BY TAGGING @mallofamerica | #BoldNorthMOA

DIGITAL CONCierge SERVICE
Questions? Reach out to us across Facebook, Twitter, Instagram + Snapchat. Plus, you can tune in at 866.333.8888, mallofamerica.com or use the MOA app.

PARENTAL ESPORT POLICY
On Friday and Saturday evening, youth under the age of 13 must be accompanied by an adult, 21 years or older, from 6 p.m. until close.

SECURITY
If you see something, say something, Contact 952.883.8888.

PARKING + TRANSPORTATION
Mall of America can accommodate up to 12,000 cars in one location. Free traffic information from this site, as well as other shopping centers, on your mobile device. North Transportation offers shuttle service from and to the airport. Parking facilities are located throughout the Mall. Within easy walking distance of the Mall.

VISITORS
Please arrive early to find parking, check out the featured_connection_access to service. American Bownline, Light Rail Transit (LRT) operates directly from the airport to Mall and downtown Minneapolis. LRT and Metra Express buses are located on the east side of the Mall.

SPECIAL DEALS FOR FANS

MOA ATTRACTION BUNDLES
Save up to 25% on admission to great spaces when you purchase single day or multi-day packages. Participating attractions include Nickelodeon UNIVERSE® SEAPLEX® Minnesota Aquarium, Coraline Imax, Nickelodeon Universe, Rock of Ages, Blackbird Mill Golf, Moose Mountain Adventure Golf and the Vikings Mirror Room. Visit mallofamerica.com/boldnorth for details.

FOR MORE GREAT DEALS, VISIT: mallofamerica.com/boldnorth

PurchasE OUt-of-town GEAR

ALEX AND ANI
Level 5, South
Build-A-Bear Workshop
Level 1, East
Champs
Level 2, East / Level 2, West
Custom Design
Level 1, North
Everlane
Level 3, North
Goody’s Locker Room
Level 1, East / Level 2, West
Hockey Minnesota
Level 1, East / Level 2, North
Lids
Level 3, East / Level 2, East / Level 2, North
Level 3, East / Level 2, North
Level 1, East / Level 2, North
Level 1, West
Vikings Locker Room
Level 1, East

For a full store list, visit mallofamerica.com/boldnorth

WATCH THE BIG GAME + CELEBRATE HERE

Buffalo Wild Wings®
Level 3, South / Level 4, South
GameWorks Sports Grill®
Level 4, East
Hard Rock Cafe®
Level 4, East
Marquee Lanes®
Level 4, East
SMASH! Recharge Bar & Cafe
Level 4, East

[Restaurant hours open until 4 AM on 2/4]

Joel Sherman/Ink"3

EVENTS, DATES + TIMES SUBJECT TO CHANGE.