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**FOR IMMEDIATE RELEASE**  
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**NFL CELEBRATES 2004 SEASON WITH PRO BOWL IN PARADISE**  
**NFL's "33<sup>rd</sup> Franchise" Offers Fun, Fan-Friendly Activities, February 8-13**

**HONOLULU** – On Sunday, February 13, pro football's top 86 players will square off one last time this season for the 2005 NFL Pro Bowl in their favorite place to play football – the beautiful islands of Hawai'i.

The annual All-Star game between the best of the AFC and NFC kicks off from Aloha Stadium at 2:30 p.m. (7:30 p.m. EST), and is being televised by ESPN. Game tickets can be purchased at the Aloha Stadium Box Office and other ticket outlets on O'ahu, online at Ticketmaster.com, or by calling Ticketmaster at (877) 750-4400.

The thrills that come with the Pro Bowl each year begin in the days leading up to the game (see attached schedule). A series of fun and exciting football-themed events will bring fans closer to the game and its players, while providing opportunities to relax and enjoy life in America's most popular vacation destination.

For the NFL, being in Hawai'i is the ideal way to celebrate a successful year.

"We look forward to having the Pro Bowl in Hawai'i for years to come," said NFL Commissioner Paul Tagliabue. "Since 1980, we have had a terrific partnership with the State of Hawai'i. The people have enjoyed watching the NFL's greatest players in action. Our All-Star game has grown into much more than a one-day event. It is now a weeklong celebration of our sport."

Hawai'i tourism officials see the Pro Bowl and Hawai'i as a perfect match.

"After 26 successful years together, you think of the Pro Bowl and Hawai'i springs to mind. Coming here is an incredible reward for the NFL and its players to cap a season of excellence," said Rex Johnson, president and CEO of the Hawai'i Tourism Authority (HTA), the state's marketing agency and Pro Bowl's major sponsor.

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Added Johnson, "As much as the players appreciate the honor of coming to Hawai'i, our people love to share their *Aloha Spirit* and the magic of this special place. Hawai'i is indeed the NFL's 33<sup>rd</sup> franchise."

The game provides tremendous national exposure for Hawai'i's exotic tropical beauty, diversity of activities, and multi-cultural lifestyle – at the height of winter. Along with millions of prime time viewers on the U.S. mainland, a survey taken at last year's game showed that more than 22,000 visitors came to Hawai'i for the Pro Bowl.

"For fans of pro football, there's just no better time of year to visit the islands," said John Monahan, president and CEO of the Hawai'i Visitors and Convention Bureau (HVCB). "The weather is spectacular, there's so many activities and attractions to enjoy, the culture and Hawaiian hospitality is invigorating, and on top of all that, the Pro Bowl game itself is full of thrills and great plays."

A number of free, fan-friendly events lead up to the game highlighted by the two-day Pro Bowl Football Festival at Waikiki's Kapiolani Park, February 11-12. Presented by the Paradise Yellow Pages, it features free autographs from NFL players, appearances by Pro Bowl cheerleaders and NFL team mascots, interactive football games, NFL memorabilia and Pro Bowl souvenirs, contests and prizes, nonstop entertainment from local bands, and great local food.

Other free public events include open Pro Bowl player practices at Aloha Stadium from February 10-12, the Pro Bowl Block Party at Aloha Tower Marketplace on February 11, and Sunset on the Beach from Waikiki on February 12.

Fans of contemporary Hawaiian music will enjoy the Hawaiian Airlines Pro Bowl Concert under the stars at the Waikiki Shell in Kapiolani Park. Some of Hawai'i's most popular musical artists will perform, including *The Island Music All Stars*, *Natural Vibrations*, *Kapena*, *Ho'onua*, *Ekolu*, *Nuff Sedd*, *Keahiwai*, and *Kekai Boyz*.

Concert tickets can be purchased at the Blaisdell Center Box Office in Honolulu, online at [Ticketmaster.com](http://Ticketmaster.com) or by calling Ticketmaster at (877) 750-4400.

The NFL is also giving back to Hawai'i's communities and its kids, joining HTA in sponsoring Pro Bowl Youth Clinics on Kaua'i, O'ahu, Maui, and Hawai'i's Big Island. The slots for the clinics are filled, but fans are invited to watch the training take place. NFL players scheduled to participate include:

- Jeff Ulbrich, linebacker, San Francisco 49ers
- Wayne Hunter, offensive tackle, Seattle Seahawks
- Chris Naeole, guard, Jacksonville Jaguars
- Maake Kemoeatu, defensive tackle, Baltimore Ravens
- Terrell Buckley, cornerback, New York Jets
- Zack Crockett, fullback, Oakland Raiders
- Earl Little, defensive back, Cleveland Browns
- Darnerien McCants, wide receiver, Washington Redskins
- Josh McCown, quarterback, Arizona Cardinals
- Fred McCrary, fullback, Atlanta Falcons
- Cedrick Wilson, wide receiver, San Francisco 49ers

In conjunction with Maui's Pro Bowl Youth Clinic, NFL players will also make school visits to Moloka'i and Lāna'i.

For news and information about the 2005 NFL Pro Bowl, including team rosters and game records, visit [www.nfl.com/probowl](http://www.nfl.com/probowl).

For information about Hawai'i – The Islands of Aloha – visit HVCB's Web site at [GoHawaii.com](http://GoHawaii.com) or call 1-800-GOHAWAII.

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