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# NFL Shop at Super Bowl Launches

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**FIRST AND GOAL:** While New England Patriots coach Bill Belichick was trying to put Deflate-Gate to rest at an impromptu press conference Saturday outside of Boston, NFL officials were already in Phoenix rallying Super Bowl fans to tune in and shop.

The unlikely foursome of Jordin Sparks, Miranda Cosgrove, Phillip Bloch and NFL Hall of Fame inductee Deion Sanders helped the NFL Shop at Super Bowl. Located in the Phoenix Convention Center, the 30,000-square foot store will be open to the public until Feb. 1. Super Bowl XLIX apparel, memorabilia and fashion-inspired looks are up-for-grabs. Sparks (whose father Phillippi played for the New York Giants and the Dallas Cowboys) is a women's apparel ambassador for the league along with Cosgrove. Bloch has the incomparable title of creative style director for NFL women's apparel.

But T-shirts and other keepsakes from the upcoming showdown between the Seattle Seahawks and the Patriots is no joke. For the first time, the NFL has created Super Bowl Central, a 12-block stretch for pedestrians that is expected to reel in one million people. While the league claims the Big Game should be a \$500 million boom to the Phoenix economy, economists are not convinced.

With Tiger Woods and his fellow elite PGA golfers wrapping up The Waste Management Phoenix Open on Super Bowl Sunday, the city will have no shortage of shoppers. Area hotel rooms like Super Bowl tickets are currently four-digit investments.

When Tom Brady and the Pats faced off against the New York Giants at the 2012 Super Bowl, the host city of Indianapolis, total Super Bowl spending tallied \$342 million, with the average nonlocal consumer dropping \$571 per day, according to Rockport Analytics. Retail and shopping accounted for nearly \$64 million for the 2012 Super Bowl.

To try to attract more stylish football fans, the NFL revamped its women's apparel offerings and its marketing this season. League officials are counting on the fashion-minded Katy Perry to help keep the anticipated 160 million viewers in 180 countries tuned in during the halftime show.