

# Phillip Bloch, Jordin Sparks. & more open the NFL Shop in Phoenix

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Deion Sanders, Miranda Cosgrove, Phillip Bloch and Jordin Sparks Open the NFL Shop at Super Bowl XLIX in Phoenix

*Doug Benc/AP Images for the NFL*

Yesterday, January 24 2015, the National Football League opened the [NFL Shop at Super Bowl](#) at the Phoenix Convention Center. The day began with a Fashion Showcase, hosted by NFL Hall of Fame inductee, [Deion Sanders](#), NFL Tweens/Juniors Apparel Brand Ambassador, **Miranda Cosgrove**, and Creative Style Director for NFL Women's Apparel, [Phillip Bloch](#) and concluded with an autograph signing by NFL Women's Apparel Brand Ambassador [Jordin Sparks](#).

The 30,000 square-foot shop, is free and open to all patrons and does not require a ticket for

NFL Experience to enter. Fans will have the ability to create custom products and souvenirs that will stay with them for a lifetime. National retailer, Aramark is handling all of the merchandise sales on behalf of Super Bowl XLIX.

**About Shop at Super Bowl:**

NFL Shop presented by Visa at NFL Experience Engineered by GMC will be open at the Phoenix Convention Center beginning Saturday, 1/24 through Sunday, 2/1. Complete information on NFL Shop's schedule of events, attractions, player appearances and more can be found at <http://www.superbowl.com/retail>. To get the latest updates on player and celebrity appearances follow the NFL's official Fan Style Twitter account (@NFLFanStyle). Fans are encouraged to follow the NFL's official Super Bowl Twitter account (@SuperBowl) and Super Bowl Hashtag #SB49 to get the most up-to-date news and to download the NFL Mobile from Verizon app, available now to fans across all mobile service providers.



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