

**48in48 joins the Miami Super Bowl Host Committee community efforts,
announces 48in48 Super Service Kick-Off Event**

Jan. 24-26 Super Service Event Will Provide More Than \$1.5 Million of Impact to Area Nonprofits

Miami, Fl. (January 7, 2019) – 48in48 is kicking off 2020 with 48in48 Super Service event presented by the Miami Super Bowl LIV Host Committee. The signature 48-hour event will mobilize marketing and technology volunteers to serve nonprofits in the South Florida community by building 48 nonprofit websites in 48 hours. The 48in48 Super Service event will take place the weekend prior to the Big Game on January 24-26, 2020.

“The Miami Super Bowl Host Committee is focused on supporting initiatives that have the highest impact on our community and leave a legacy beyond the game,” said Rodney Barreto, Chairman of the Miami Super Bowl Host Committee. “The 48in48 Super Service event provides us an opportunity to deliver much-needed services to local nonprofits in the counties of Palm Beach, Broward and Miami-Dade.”

Through the event, participating nonprofits will benefit from \$25,000 worth of high-quality professional websites and digital marketing tools, all donated by skilled 48in48 marketing and technology volunteers from South Florida. These tools will empower nonprofits to be more successful in achieving their missions and to nurture valuable relationships with those they serve and those who support their efforts.

Individual and team volunteers will provide skilled support to the participating nonprofits throughout the 48-hour event. In addition to creating websites, they will provide needed digital marketing support in the form of social media training, blog resources, logos, design services, content writing and learning opportunities.

“We believe in improving society through skills based on volunteerism, education and service, and we do it using the heart and talent of marketing and technology professionals,” said Adam Walker, co-founder of 48in48.

A few of the 48 nonprofits participating in this year’s Super Service event include the Ovie Mughelli Foundation and Mahogany Youth Corporation and Neighborhood Housing Services of South Florida. For more information on volunteering or submitting a nonprofit, those interested can visit 48in48.org/super-service.

About 48in48

48in48 is a 501c3 organization, with a mission to mobilize marketing and technology volunteers to serve nonprofits worldwide. 48in48 signature events empower nonprofit organizations with the tools they need to be more successful in achieving their mission by building 48 nonprofit websites in 48 hours. By 2025, 48in48 will mobilize 10,000 volunteers, serve 2,300 nonprofits and achieve \$75m of impact in 48 hours. Visit 48in48.org to get involved.

About Miami Super Bowl Host Committee

The Miami Super Bowl Host Committee brings together our community’s top local business leaders, community representatives, tourism officials and football personnel around a common cause – making Super Bowl LIV a historic experience both for visitors and for locals across South Florida. On February 2, 2020, South Florida will host its record-breaking 11th game at the newly renovated Hard Rock Stadium. Additionally, Super Bowl LIV will mark the culmination of the 100th season anniversary of the NFL and will feature special events and activities throughout Miami-Dade, Broward and Palm Beach counties as part of the festivities. For more information, visit www.MIASBLIV.com.

WITH THE SUPPORT OF THE MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS AND THE CULTURAL AFFAIRS COUNCIL, THE MIAMI-DADE COUNTY MAYOR AND BOARD OF COUNTY COMMISSIONERS AND THE MIAMI BEACH VISITOR AND CONVENTION AUTHORITY.



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