



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®, NIKE, 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.

OVER 520 STORES
50 DINING OPTIONS
13 ATTRACTIONS

EVENTS + ATTRACTIONS

- LEVEL 1
- 1

BLOOMINGTON CONVENTION + VISITORS BUREAU PHOTO OP
Level 1, North | 1/27 - 2/4
- 2

NBC SPORTS SUNDAY NIGHT FOOTBALL BUS
North Lot | 1/29
- 3

UNDER ARMOUR® COMBINE TRAINING
Macy's Court | 1/29 - 1/30
- 4

SIRIUSXM LIVE BROADCASTS
Atrium | 1/29 - 2/2
- 5

PEPSICO RECYCLING ROADSTER
Level 1, North | 1/30 - 2/3
- 6

BEST BUY® TECH ZONE
Rotunda | 1/30 - 2/3
- 7

DIRECTV® NOW BOOM BOX
Sears Court | 1/31 - 2/2
- 8

VERIZON UP BOOTH
Nordstrom Court | 1/31 - 2/4
- 9

OLD SPICE EXCEPTIONAL SCENT EVENT
Macy's Court | 2/1

- LEVEL 1 (CONT.)
- 10

COURTYARD'S 4D SUPER BOWL DOME EXPERIENCE
West Market Square | 2/2 - 2/3
- 11

GAMEDAY ATTRACTIONS
Atrium | 2/4
- 12

TREVL'S TESLA RENTAL
Nordstrom Court | Ongoing
- LEVEL 2
- 13

MARK HERMAN ARTWORK
Level 2, Central Parkway | Ongoing
- LEVEL 3
- 14

FAN GALLERY (RADIO ROW)
Culinary on North | 1/29 - 2/2
- 15

MTN DEW® ICE BOX
Level 3, North | 1/31 - 2/2

- ★ IN-STORE EVENTS
- MICROSOFT STORE
Level 1, South | 1/30 - 2/2

HARD ROCK CAFE
South Entrance of Nickelodeon Universe® | 1/31 - 2/2

MACY'S GET INTO THE GAME
Level 2, Macy's | 2/1 - 2/4

NIKE
Level 2, West | 2/2 - 2/4

BEST BUY®
Level 3, West | 2/2

PLUS DOZENS MORE



OFFICIAL GEAR

3 U.S. BANK STADIUMS
COULD FIT WITHIN
MALL OF AMERICA

DID YOU KNOW?



MALL OF AMERICA
USED TO BE HOME TO
METROPOLITAN STADIUM
(WHERE THE VIKINGS
ORIGINALLY PLAYED)

DOWNTOWN

- 16

SUPER BOWL EXPERIENCE
DRIVEN BY GENESIS
Minneapolis Convention Center
- 17

SUPER BOWL LIVE
PRESENTED BY VERIZON
Nicollet Mall

PARKING + TRANSPORTATION

PARKING

MOA® can accommodate 12,000 + cars in two ramps plus hundreds more on surface lots.

GROUND TRANSPORTATION

50+ hotels offer free shuttle service to and from the airport and the Mall. Hotel shuttles, airport taxis and tour buses drop off and pick up passengers at the North Entrance with convenient access from American Boulevard.

Light Rail Transit (LRT) operates directly from the airport to MOA and downtown Minneapolis. LRT and Metro Transit buses are located on the east side of the Mall.

UBER

Request a driver from your current location and then select one of five specific pickup or drop-off zones at Mall of America®.

SPECIAL DEALS FOR FANS

MOA ATTRACTION BUNDLES

Save up to 25% on attraction gate prices when you purchase single day or multi day packages. Participating attractions include Nickelodeon Universe®, SEA LIFE® Minnesota Aquarium, Crayola Experience, FlyOver America, Dutchman's Deck Adventure Course, Rock of Ages Blacklight Mini Golf, Moose Mountain Adventure Golf and the Amazing Mirror Maze. Visit nickelodeonuniverse.com for details.

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

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 SNF 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 deliver your best Combine performance and to stay in peak physical condition.



SIRIUSXM LIVE BROADCASTS

Atrium | 1/29 - 2/2

Watch interviews with your favorite celebrities, professional athletes, coaches and alumni during live broadcasts with SiriusXM.



PEPSICO RECYCLING ROADSTER

Level 1, North | 1/30 - 2/3

Participate in the sustainability fun by testing your recycling knowledge, snapping a picture in the photo booth or playing compost cornhole!



MICROSOFT STORE

Level 1, South | 1/30 - 2/2

Experience 4K Live sessions, player meet and greets, a Madden 18 tournament + more.



BEST BUY® TECH ZONE

Rotunda | 1/30 - 2/3

Learn how to bring the game to life with 4K TVs and hard-hitting sound. Put yourself on the field with the latest in gaming and throw the perfect party with in-home concessions and smart devices. 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 | 1/31 - 2/2

Meet surprise special guests and follow @DIRECTVNOW on Twitter for updates on who's coming to dance and hang out.



HARD ROCK CAFE®

Nickelodeon Universe® South Entrance | 1/31 - 2/2

Watch live broadcasts with ESPN talent featuring Golic and Wingo and Stephen A. Smith.



VERIZON UP BOOTH

Nordstrom Court | 1/31 - 2/4

Verizon customers, stop by the Verizon Up Booth for exclusive Super Bowl LII rewards.



OLD SPICE EXCEPTIONAL SCENT EVENT

Macy's Court | 2/1

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 Gents with the latest scents from Old Spice. Free samples from Old Spice all day.



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? Come visit the Courtyard 4D Dome.



GAMEDAY ATTRACTIONS

Atrium | 2/4

Celebrate the Big Game as you look like a pro by stepping into a life-size team mannequin, try on authentic team uniforms and enjoy custom photo opportunities with NFL Cheerleaders + more.



TREVLS TESLA RENTALS

Nordstrom Court | Ongoing

TREVLS Tesla Rentals is the first all-electric car rental fleet in the nation. Explore the Twin Cities in a Tesla Model S or X.



LEVEL 2

MACY'S GET INTO THE GAME

Level 2, Macy's Locker Room by Lids | 2/1 - 2/4

Catch Macy's all-star lineup of exciting events including special promotions and giveaways, opportunities to meet some of football's biggest stars and exciting pre-game festivities.



NIKE

Level 2, West | 2/2 - 2/4

Stop by the NIKE store to catch celebrity sightings from NIKE influencers and athletes.



MARK HERMAN ARTWORK

Level 2, Central Parkway | Ongoing

Visit the artwork installation featuring Minnesota landmarks.



LEVEL 3

FAN GALLERY (RADIO ROW)

Level 3, Culinary on North | 1/29 - 2/2

Enjoy a unique opportunity for fans to watch broadcasters, 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 DEW® ICE BOX

Level 3, North | 1/31 - 2/2

Swing by for perfectly chilled MTN DEW® ICE samples, charging stations, chill in the ICE BOX lounge, participate in a game of ICE air hockey, mingle with your favorite NFL players + take home some swag.



WESTWOOD ONE'S SUPER BOWL PREVIEW

Best Buy | Level 3, West | 2/2

Join Chase Pay and Best Buy, where they will be hosting a taping of Westwood One's Super Bowl Preview Show. The show boasts an all-star crew, including Former NFL MVP Boomer Esiason, Super Bowl XXXI Winning Coach Mike Holmgren and Voice of NFL Films Scott Graham.



EXTENDED HOURS

1/26 - 1/31 10 a.m. - 10 p.m.

2/1 - 2/3 9 a.m. - 11 p.m.

2/4 9 a.m. - 7 p.m.

2/5 9 a.m. - 9:30 p.m.

Restaurant, Bars + Attractions
Restaurant, bar + attraction hours may vary from 1/26 - 2/4. For more information, visit mallofamerica.com/boldnorth.



EXTENDED HOURS

1/29 - 2/3 10 a.m. - 9:30 p.m.

1/30 Closed (Private Event)*

2/4 9 a.m. - 7 p.m.

*Note: FlyOver America, American Girl® + Candy Universe IT'S SUGAR will remain open on 1/30 from 10 a.m. - 5:30 p.m.

PURCHASE OFFICIAL GEAR

ALEX AND ANI	Level 1, South	Love From Minnesota	Level 3, West
Build-A-Bear	Level 1, East	Macy's	Level 2, Macy's
Champs	Level 2, East Level 3, West	Minnesot-ah!	Level 1, East
Custom Design	Level 1, North	NFL Shop	Level 2, South
Evereve	Level 1, South	NIKE	Level 2, West
Goldy's Locker Room	Level 3, West	Old Navy	Level 1, East
Hockey Minnesota	Level 1, East	Pro Image	Level 2, North
Lids	Level 1, East Level 2, North	Tervis	Level 3, West
Level 3, West Level 3, East Level 3, North		Vikings Locker Room	Level 1, East

FOR A FULL STORE LIST, VISIT [MALLOFAMERICA.COM](https://mallofamerica.com)

WATCH THE BIG GAME + CELEBRATE HERE

Bubba Gump Shrimp Co*	Level 3, South	Dick's Last Resort	Level 4, South
Buffalo Wild Wings*	Level 3, South	GameWorks Sports Grille*	Level 4, East
Cadillac Ranch*	Level 3, South	Hard Rock Cafe®	Nickelodeon Universe®
Cantina #1*	Level 4, East	Hooters*	Level 4, East
Cantina Laredo	Level 3, West	Margaritaville*	Level 3, East
Cowboy Jack's*	Level 3, South	SMAAASH Recharge Bar + Cafe	Level 4, East
CRAVE*	Level 3, South		

[*RESTAURANTS OPEN UNTIL 4 A.M. ON 2/4]

SHARE YOUR EXPERIENCE BY TAGGING

@mallofamerica | #BoldNorthMOA

DIGITAL CONCIERGE SERVICE

Questions? Reach out to us across Facebook, Twitter, Instagram + Snapchat. Plus, you can text us at 952.333.6828, mallofamerica.com/chat or the MOA app.

PARENTAL ESCORT POLICY

On Friday and Saturday evenings, youth under the age of 16 must be accompanied by an adult, 21 years or older from 4 p.m. until close.

SECURITY

If you see something, say something. Contact 952.883.8888.

EVENTS, DATES + TIMES SUBJECT TO CHANGE.

US Patent 5945195 Job#J4207