



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

For Immediate Release: June 1, 2016
HTA Release (16-26)

NFL Exercises Opt-Out Clause for 2017 Pro Bowl; Game is Moving from Honolulu to Orlando

HONOLULU – The National Football League has exercised the opt-out clause of its contract with the Hawai'i Tourism Authority (HTA) for the 2017 Pro Bowl and is relocating the game from Honolulu to Orlando, Florida.

George D. Szigeti, HTA President and CEO said, "We appreciate everything that the NFL Pro Bowl has meant to the State of Hawai'i. Mahalo to the NFL for 35 years of exciting football, wonderful memories, support of local charities, and for the national TV exposure Hawai'i received in the middle of winter."

"We want to thank the people of Hawai'i for being such gracious hosts to the NFL, our players, their families and our fans," said Peter O'Reilly, the NFL's senior vice president of events. "We thank Governor David Ige and the Hawai'i Tourism Authority for their support and leadership. We are also grateful for the collaboration with our business partners in the islands."

"Our decision to move the Pro Bowl to a different location was not related to funding, Aloha Stadium or Hawai'i's ability to host the game. We value our partnership and look forward to continuing our community grants to nonprofits in Hawai'i for the next three years and working with the State and the HTA on future opportunities."

In appreciation of Hawai'i's longstanding support of the Pro Bowl, the NFL is providing \$100,000 in grants for use by Hawai'i nonprofits in each of the next three years, a contribution the NFL has made for many years when the game was played in Honolulu.

"Like so many times before, the NFL's generosity is going to help a lot of families, kids and seniors needing care in our communities," said Szigeti.

The \$5-million fee HTA budgeted to host the 2017 Pro Bowl will be used to support sports competitions, preserve Hawaiian culture and the environment, sponsor community festivals and events, and bolster tourism marketing in Hawai'i's largest markets (Mainland U.S. and Japan) and emerging markets.

"We will continue to execute HTA's strategic plan to support positive economic growth for Hawai'i's tourism industry, and the resulting benefits that are realized by families, businesses and government services statewide," said Szigeti.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://hawaiiitourismauthority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiiitourismauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

Media Contacts:

Charlene Chan

Director of Communications

Hawai'i Tourism Authority

(808) 973-2272 (o)

(808) 781-7733 (m)

Charlene@gohta.net

Patrick Dugan

Senior Vice President

Anthology Marketing Group

(808) 539-3411 (o)

(808) 741-2712 (m)

Patrick.Dugan@AnthologyGroup.com