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Midtown Houston Announces Super Bowl Weekend Line-Up Featuring NFL Stars, Free Block Party and Reveal of New Green Space

Houston, TX, January 31, 2016 - Families and fans across Houston will have the opportunity to celebrate their passion for football during Midtown Houston's free *Super Bowl Weekend LI Showdown* at the new Midtown Park (Main and McGowen) and a three-day *SUPER Weekend* concert series at Bagby Park (415 Gray St.). Together, the two Midtown Super Bowl celebrations will offer the best in Houston's visual and performing arts, outdoor recreation spaces and culinary scene.

"The Midtown team is working diligently to ensure Midtown Park is ready to host Super Bowl related activities. We are excited to give the Midtown community and Super Bowl visitors a glimpse into this unique urban park. We appreciate the assistance of the Houston Super Bowl Host Committee in the activation of Midtown Park for Super Bowl LI," said Matt Thibodeaux, CEO of Midtown Houston.

The Midtown Park Super Block Party on Feb. 4 from 10am to 7pm and on Feb. 5 from 10am to 2pm, will showcase local and national entertainment, food, art and fun for all. It will also serve as an opportunity for locals and visitors to preview the new Midtown Park, which was created by transforming a 3-acre vacant space found in the heart of Houston's Midtown District. The event is a perfect alternative for Houstonians and visitors who wish to participate in the Super Bowl experience, without having to meet the heavy crowds and traffic anticipated in Downtown. Shuttles will be available for transporting patrons and the park is conveniently located just minutes from the METRO Rail (see attachment for shuttle map).

The Midtown Park Super Block Party line-up is as follows:

Saturday, February 4

10am: Super Bowl LI Activation featuring Line Dance Instructor Vanessa Branch, Baby Sonic Boom, and a drumline performance.

12pm to 7pm: DJ Mav, DJ Big Reeks of the Waxaholics, DJ Larose Royce, DJ Envy of the nationally syndicated radio show The Breakfast Club and a meet and greet with former pro athletes Leonard Stephens, Mike T. Brown, Tyrone Smith, Chris Broussard, Maurice Evans and Rushia Brown.

Sunday, February 5

10am: Super Bowl LI Activation featuring a drumline performance by Lone Star Choppaz

12pm to 2pm: Fred Rusk at the Zydeco Hi-Steppers

The SUPER Weekend Block Party at Bagby Park, sponsored by Bud Light & Stella Artois, is a free concert series open to everyone wishing to attend. It will run Feb. 2 to Feb. 4 from 4pm to 8pm. Delicious food, beer and wine will be available at Rico's Morning Noon & Night, as well as interactive lawn games, an airstream mobile bar, photo booth and fun giveaways. Over the three days, concert goers will be able to attend performances by artists from a variety of genres - rock & country, Latin beats and R&B hits. Notable performers taking the stage will be The Mighty Orq, DJ ILLSET, Grupo Kache, The Kiland Band and Houston's hottest party band, The Slags.

The SUPER Weekend Block Party at Bagby Park line-up is as follows:

Thursday, February 2

The Mighty Orq, The Mike Stinson Band and The Electric Cowboys

Friday, February 3

DJ ILLSET, Los Envivo Kings and Grupo Kache

Saturday, February 4

Tamar Davis The Kiland Band and The Slags

To schedule interviews contact Ashley Small at pr@oneworldstrong.com or 281-827-3419.

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About Midtown Houston

Midtown Houston is comprised of three organizations; Midtown Redevelopment Authority / Tax Increment Reinvestment Zone No. 2, Midtown Management District and Midtown Improvement and Development Corporation (MIDCorp), d/b/a Midtown Parks Conservancy (MPC). The organizations share the common vision of shaping Midtown into a thriving, pedestrian-friendly, "new urban" community beyond the ability of individual property owners or businesses within the district. Midtown Houston holds the Texas Commission on the Arts Cultural Arts and Entertainment District accreditation.