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**FOR IMMEDIATE RELEASE**

**Super Bowl Festivities to Have Impact on Ybor**

Reid Sigmon to brief Ybor Chamber on 2009 Super Bowl

(Tampa, FL April 29, 2008) Reid Sigmon, Executive Director of the 2009 Super Bowl Host Committee, is the featured speaker at this month's Ybor City Chamber of Commerce Luncheon, Tuesday, May 13th. The Chamber's Membership Luncheon is held on the second Tuesday of the month at 11:45 AM at the historic Columbia Restaurant on 7<sup>th</sup> Avenue.

Mr. Sigmon's job is very broad including: meeting fund raising goals, ensuring necessary infrastructure is in place and that the community is prepared for the NFL to host Super Bowl XLIII. Reid brings experience as Vice President of Operations for the Jacksonville Super Bowl XXXIX Host Committee and is familiar with our area having served as Assistant Director of the Tampa Bay Final Four Organizing Committee in 1998.

"The Super Bowl presents a unique opportunity for Ybor City businesses and social clubs," said Tom Keating, President of the Ybor City Chamber. "Reid and his team are the folks that are responsible for making this event a success and we would like to do our part to help."

In addition, the Chamber's new video tour, "A Taste of Ybor," will be previewed during lunch. The video, sponsored in part by Visit Florida and the Hillsborough Tourist Development Council, features many of Ybor's most famous locations.

Ybor City is the Bay Area's Historic Latin Quarter and the Ybor City Chamber of Commerce - its champion for 78 years. For luncheon reservations please contact Anna Ramos, Events Coordinator at 813.248.3712 x22. Lunch is \$20 for Chamber Members, \$22 for guests, if purchased in advance, and \$24 at the door.

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