

# MSC FOUNDATION



## **Meet #SUPERCORALPLAY Ambassadors Mark Sanchez, Larry Fitzgerald & other NFL Stars at the Ocean Cay MSC Marine Reserve installation created by MSC Foundation & MSC Cruises at Super Bowl Live**

*In the Environmental Village, MSC Foundation & MSC Cruises will be showcasing the new island destination Ocean Cay MSC Marine Reserve and environmental initiatives, including the #SuperCoralPlay campaign with guest appearances by NFL players and campaign ambassadors*

**Miami, Florida – 24th January 2020** – The [MSC Foundation](#), the private non-profit foundation established to lead, focus and advance the MSC Group's conservation and humanitarian commitments, and MSC Cruises, the world's fastest growing cruise line, are getting into the **Super Bowl LIV** action in Miami with the Ocean Cay MSC Marine Reserve experiential installation in **Super Bowl Live's** Environmental Village.

Super Bowl Live is a fan fest at Miami's Bayfront Park organised by the Miami Super Bowl Host Committee. Opening on Saturday 25 January, the festival will continue until 1 February, leading up to Super Bowl LIV. The Ocean Cay MSC Marine Reserve installation in the Environmental Village gives fans a taste of the new private island destination in The Bahamas that has transformed an industrial sand excavation site into a one-of-a-kind paradise island with a flourishing marine reserve. They can also learn about #SuperCoralPlay – an initiative to raise awareness of the need to preserve and protect coral – highlighting the important conservation work the MSC Foundation is pioneering at Ocean Cay and encouraging all to join the movement.

The Ocean Cay MSC Marine Reserve installation will be easy to spot with a replica of the iconic Ocean Cay MSC Marine Reserve lighthouse located at its entrance. During the week-long experience, visitors will be able to:

- **Meet #SuperCoralPlay campaign NFL ambassadors.** The MSC Foundation has partnered with 54 players and influencers in the campaign and some will be making special guest appearances at the installation. Fans can meet broadcaster and retired NFL quarterback Mark Sanchez and Arizona Cardinals wide receiver Larry Fitzgerald. Both recently visited Ocean Cay to film the official #SuperCoralPlay music video and Sanchez was able to dive and plant Super Coral at a local Bahamian reef. Other players scheduled to appear include Minnesota Vikings tight end Irv Smith Jr. and Pittsburgh Steelers wide receiver Diontae Johnson.
- **Make a play to preserve and protect coral.** Visitors will also find a #SuperCoralPlay selfie area with photos of campaign ambassadors Cleveland Browns wide receiver Jarvis Landry, Sanchez and Fitzgerald – the perfect backdrop to make a play and share with others on social media. Between now and Super Bowl LIV on 2 February, participants sharing #SuperCoralPlay on social media will be entered to win prizes, including a cruise to Ocean Cay with MSC Cruises.
- **Learn about and see Super Coral at a special Kids Corner with students from the University of Miami's Rosenstiel School of Marine and Atmospheric Science. UM**

students will participate in the research at Ocean Cay thanks to a partnership between MSC Foundation and the university. The installation in the Environmental Village will feature multiple tanks containing real coral where the students will be on hand to teach visitors more about it. Also in the kids' corner, the little ones will be able to enjoy an interactive coral colouring station and meet representatives of the Perry Institute for Marine Science and the renowned Miami Dolphins Cheerleaders.

- **Book a cruise to experience the real deal:** At kiosks, visitors will also be able to book an MSC Cruises' voyage of the Caribbean that includes a stop at Ocean Cay.

In addition to the Environmental Village, Super Bowl Live will also feature evening concerts at the Amphitheater, a Huddle Down Community Stage, Road to the 11<sup>th</sup> Super Bowl activation, Tailgate Town featuring a Culinary stage, live water shows, evening parades, fireworks and more. For more information visit [miasbliv.com](http://miasbliv.com).

For more information on the campaign, visit [SuperCoralPlay.org](http://SuperCoralPlay.org). For more information on the new Ocean Cay MSC Marine Reserve, visit [OceanCayMSC.com](http://OceanCayMSC.com).

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### **About MSC Foundation**

The non-profit MSC Foundation leads and implements the MSC Group's conservation and humanitarian commitments worldwide.

Utilising MSC's global reach and unique knowledge of the sea, the MSC Foundation protects and nurtures the blue planet, helps disaster-struck populations toward recovery and supports vulnerable communities around the world to realise their full potential through education, sustainable development and medical humanitarian programmes.

The Foundation works to achieve this both independently and together with trusted partners that have a strong innovative vision or track record for effective action, including UNICEF, the Andrea Bocelli Foundation, Marevivo and Mercy Ships.

Find out more about the work of the MSC Foundation [here](#).

### **About MSC Cruises**

MSC Cruises is the fastest growing cruise line in the world. Headquartered in Geneva, Switzerland, MSC Cruises is part of the Cruises Division of MSC Group, the privately-held Swiss-based leading shipping and logistics conglomerate.

MSC Cruises' fleet of 17 modern and innovative ships is one of the most environmentally advanced in the industry. The Company is committed to environmental stewardship and works to minimize and continuously reduce the environmental impact of its fleet both while at sea and ashore by employing innovative marine and environmental technologies.

An industry-unprecedented €11.6 billion (≈12.7 billion USD) plan will see MSC Cruises' fleet increase to 25 ships by 2027. Additionally, MSC Group's Cruises Division is investing an additional €2 billion (≈\$2.2 billion USD) in a new luxury cruise brand comprising four super-yacht ships, launching one per year between 2023 and 2026.

Sailing to more than 200 destinations across five continents, MSC Cruises brings together more than 180 nationalities from around the world, offering an enriching and immersive cruise experience inspired by the Company's European heritage. Expect to find international dining, world-class entertainment, award-winning family programs and the very latest guest-friendly technology onboard.

Learn more about MSC Cruises' environmental stewardship practices [here](#)