



LA LOVES FOOTBALL FEBRUARY 14, 2027

FOR IMMEDIATE RELEASE

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**LOS ANGELES SUPER BOWL LXI HOST COMMITTEE LAUNCHES
“LA LOVES FOOTBALL” CAMPAIGN AHEAD OF SUPER BOWL LXI**

New campaign celebrates Los Angeles’ deep-rooted football culture, invites fans to experience the region during Super Bowl week and unveils a LA Super Bowl LXI launch video featuring Kate Hudson

LOS ANGELES, Oct. 12, 2026 — Los Angeles is ready to welcome back the Super Bowl, just five years after Super Bowl LVI at SoFi Stadium and 60 years after Super Bowl I was played at the Los Angeles Memorial Coliseum. With Super Bowl LXI coming to SoFi Stadium on February 14, 2027, the Los Angeles Super Bowl LXI Host Committee today launched “LA Loves Football,” a campaign celebrating the passion, culture and communities throughout the region that make football such a powerful part of the Los Angeles story.

The 2027 game will also mark the first time the Super Bowl is played on Valentine’s Day, adding another layer to a celebration built around the idea of love for the region, for football and for the people who make Los Angeles what it is.

The campaign celebrates the Host Committee’s road to Super Bowl LXI and will bring the spirit of football to life across the Los Angeles region through original storytelling, community programming, fan experiences and region-wide activations leading up to Super Bowl Sunday.

At the center of the launch is a new LA Super Bowl LXI Host Committee launch video featuring Los Angeles native and award-winning actress, singer-songwriter and entrepreneur Kate Hudson, celebrating the energy and football culture that make Los Angeles a premier Super Bowl host city.

[Watch the LA Super Bowl Host Committee Launch Video](#)

“‘LA Loves Football’ is more than a tagline—it’s a reflection of something that has been part of Los Angeles for generations,” said **Kathryn Schloessman, President and CEO of the Los Angeles Sports & Entertainment Commission and CEO of the Los Angeles Super Bowl LXI Host Committee**. “From our youth fields and high schools to elite college programs, our two NFL teams, and generations of fans across this region, football is woven into the fabric of Los Angeles. Super Bowl LXI gives us an incredible opportunity to tell that story to the world to celebrate our communities, welcome fans to LA and create opportunities that will have an impact long after the game is over.”

“Los Angeles is home for me, and there’s something incredibly special about seeing the city come together around a moment like the Super Bowl,” said **Kate Hudson**. “I love this city, I love football and I love the way Los Angeles brings together people from so many different communities and backgrounds. I’m excited to be part of this launch to help kick off the celebration leading up to Super Bowl LXI and giving fans a taste of what makes LA such an incredible place to experience the game.”

Not only is the Super Bowl an opportunity to shine a global spotlight on Los Angeles, but it is also an opportunity to create a lasting legacy for the region. The “LA Loves Football” campaign builds on the Host Committee’s broader legacy efforts, using the momentum of Super Bowl LXI to expand access to football and physical activity, create opportunities for local businesses and invest in communities throughout the region. [The full Super Bowl LXI legacy initiatives were announced at a press event in September.](#)

The Host Committee launch video will be featured later tonight as part of the pregame programming for the Buffalo Bills vs. Los Angeles Rams Monday Night Football matchup at SoFi Stadium, which will air on ESPN, ABC, ESPN Deportes and ESPN2, and on mobile devices with NFL+.

For more information, visit LASuperBowlHC.com, and for fans interested in attending local Super Bowl LXI events in LA, register your interest on SuperBowl.com.

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About the Los Angeles Super Bowl Host Committee

The Los Angeles Super Bowl Host Committee has been established to deliver a premier Super Bowl LXI experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between the National Football League and Los Angeles to harness the opportunities surrounding the Super Bowl to elevate our community. The Host Committee is led by the Los Angeles Sports & Entertainment Commission (LASEC) and includes SoFi Stadium and Hollywood Park and the Los Angeles Rams. For more information, visit lasuperbowlhc.com.

