

Birds Eye View: U2

Lincoln Financial Field Game Day Staff Newsletter

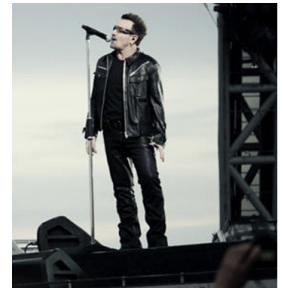
EDITION THREE: U2 - Thursday, July 14th



"We will provide our guests with the highest quality sports and entertainment experience in a safe, clean and friendly environment."

411 on the 360

After a one year delay the *U2 360°* tour has finally arrived! This concert will be a lot different than the rest because the audience will be able to view the stage at all angles. Instead of the typical stage setup, where a portion of the stadium is unused behind the stage, Lincoln Financial Field will be utilizing all the space. The round stage will guarantee guests a view of the stage no matter where they are sitting or standing in the stadium. This will allow most venues to increase their seating capacity by 15 to 20%. Lincoln Financial Field was able to increase attendance from a typical concert at around 50,000 to over 80,000!



One of the biggest accomplishments of the tour is that it is currently the biggest in history. At the conclusion of the tour it is predicted U2 will have performed for at least seven million fans and will gross over \$700 million. It has already surpassed the Rolling Stones' record for grossing \$558 million for their *A Bigger Bang* tour of 2005-2007.

Tonight's opening act is Interpol. Some other bands that have opened for this tour already are Amadou & Mariam, Springbok Nude Girls, Muse, Snow Patrol, The Fray, Lenny Kravitz, and Florence + The Machine. Get ready for a unforgettable show that will go down in record books!

Watch Out for "The Claw"

"The Claw" is such a unique structure that you might for a second believe a spaceship has landed on Lincoln Financial Field. With everything it is capable of it could just as easily pass as one. There are sound systems built into each leg, a cylindrical video screen, various lighting effects and hovers above the performance area.



Surprisingly it is not one-of-a-kind and there are actually three "Claws" that have traveled across the world with U2. These claws plan to *Go Green!*, which means the end of the tour will not be the end of them. The goal is to have them recycled. It would be a huge waste to not reuse each 29,000-square-foot steel structure. There has been talk about transforming them into full interior pavilions and amphitheatres. They are certainly big enough to do so. Once the tour ends you may be able to find "The Claws" permanently installed at venues around the world.

A GO GREEN! UPDATE

Tons & Tons of Recycling

As this issue went to press, in 2011 Aramark Facility Services and LFF have...



RECYCLED **76.42** tons of trash

RECYCLED **32.29** tons of cardboard

COMPOSTED **40.36** tons of food waste

Congratulations to the Aramark Game Day Staff!

Who Are the New Neighbors?



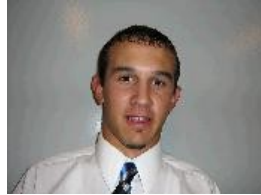
You probably have noticed on your way over here today the construction that has taken place across 11th Street. You probably have also seen

Comcast-Spectacor's signs saying "Philly Live!", a location which promises to provide a retail, dining, and entertainment experience. But what exactly are they building over there? Unfortunately there hasn't been any official information released yet. The goal is to have everything completed and open to the public by March 2012.

The original plan was to build Philly Live! on a 350,000-square-foot of entertainment space. The plan has since downsized to 40,000-square-feet but this may only be "phase one" of the newest edition to South Philly. We could expect a "phase two" of the construction of Philly Live! What are your predictions to what might open next year?

Congratulations to Joe Ionvale

A GOLD WINGS WINNER!



Joe hustled around Lincoln Financial Field at Kenny Chesney, assuring that each and every staff member was properly hydrated. On a moment's notice, he came to the rescue and during the course of the concert, filled and refilled each water station as necessary. No crew members were left behind! It was hot, humid and the water was heavy, but he did it with a positive attitude. Because of this, he is awarded Gold Wings for the great amount of teamwork he displayed. Without his effort, the comfort of all of our Game Day Staff would have been compromised. This is an example of how backstage work makes a difference. Congratulations Joe!

The Center of the Universe? By: Charlie Jones



So what do Spain, Tennessee, Ireland, and Wyomissing, PA have in common? No it's not the itinerary for Ryan Ganley's next vacation, although I hear Wyomissing is very nice this time of year. What they have in common is that Lincoln Financial Field is hosting talents from this diverse set of locations this summer. Kenny Chesney from East Tennessee wowed a sold-out crowd in June, U2, the band from Dublin, Ireland and Real Madrid, the premier soccer team in the world will be here in July, and the songbird from the Lehigh Valley, Taylor Swift will be gracing our stage in August. I defy any other arena in the country, if not the world to match the list of talents we have here at the Linc.

Sure, London has the Glastonbury Festival, and Manchester, Tennessee has the Bonnaroo Festival, and Germany has the Women's World Cup, all admirable ventures this summer, but none have the diversity that the lineup at the Linc has. And we, as Event and Concierge Staff have the ability to attend all these events and enjoy all these folks' talents and get paid to do so.

So strap on your comfy shoes, put a smile on your face, and let's make sure that all our guests have a great (safe, clean and friendly) time. As we heard from Mr. Chesney a few weeks ago, "Everything gets hotter when the sun goes down." Especially here at the Linc!

A Look Back at the Kenny Chesney Goin' Coastal Tour - Final Attendance: 52,571



BIRDS EYE FOOD: Conch Salad BY: Chef James Hennessey

Background Info:

Conch is a large mollusk that is used in the preparation of many dishes throughout the Caribbean. Conch is served stewed, "cracked" and deep-fried, transformed into fritters and also enjoyed in this spicy salad. In this recipe the conch is not cooked in the traditional sense; rather it is covered with lime juice for 20 minutes and the lime juice "cooks" the conch flesh, in the manner of Ceviche.

Traditionally, conch salad is made with fiery little bird peppers. They are not always easy to find outside of the Caribbean, but if you can get them - or if you would like to use another type of hot pepper- go ahead and substitute them for the hot sauce. If you use hot sauce, choose one that has a lot of heat and also a good, peppery flavor.

Prep Time: 30-35 minutes

Serving Size: 10 people

KEY PLAYERS (Ingredients)

- 2 pounds conch, cut into large pieces
- 1 quart fresh lime juice
- 5 ounces hot pepper sauce
- 1 1/2 tablespoons minced garlic
- 4 tablespoons minced fresh cilantro
- 1/2 cup diced bell pepper
- 1/2 cup diced red tomato
- 1/2 cup diced celery
- 3 teaspoons salt
- 1 ounce extra virgin olive oil
- Lime wedges for garnish

GAME PLAN (Directions)

Slice the conch very thin with a sharp knife. Add the lime juice and soak for 15-20 minutes.

Drain the conch well and discard the lime juice.

Place the conch pieces in a large bowl and add the hot sauce, cilantro, tomato, celery and salt. Sauté the garlic and bell pepper with extra virgin olive oil to a light toast and add it to the mixture. Stir the ingredients to mix them well.

Cover the bowl and allow the flavors of the ingredients to marry for 5 to 10 minutes before serving.

Conch salad can be served simply, in a lettuce leaf bowl with a wedge of lime on the side. Enjoy!



Tips For This Event Season



In the heat of the moment with no one close by to answer a quick question, your handbook is your quickest & most reliable resource. Be sure to keep it in your pocket at all times in the event of any unexpected questions, problems or concerns.



With the anticipated hot summer ahead of us don't forget to drink plenty of water and think cold thoughts! (See picture above.) The show will go on "With Or Without You."

U2 Crossword Puzzle

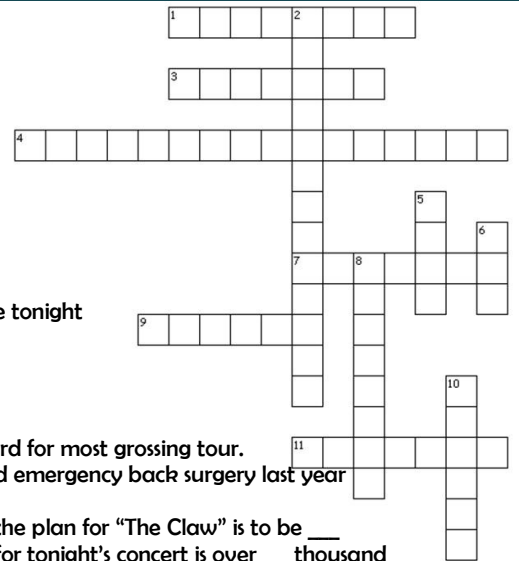
Looking to win a prize?
The first person to email all correct answers to employeesuggestions@lincolnfinancialfield.com wins a free T-shirt!

Across

1. Opening act
3. Four-legged stage structure
4. U2's first single
7. City U2 last played in before tonight
9. Where U2 is from
11. Plays the guitar in U2

Down

2. Band that U2 beat the record for most grossing tour.
5. Band member who received emergency back surgery last year
6. U2's first album
8. Once U2 360's tour is over, the plan for "The Claw" is to be _____
10. The expected attendance for tonight's concert is over _____ thousand



CONGRATULATIONS TO THE FOLLOWING AWARD WINNERS! Kenny Chesney 6.18.11

MVPs:

- Merchandise: Andrew Steinmetz
- Aramark Facilities: Steven Rosario
- G4S: Tamika Daniels
- Concierge Staff: JJ Nichols
- CSC: Damon Dunn
- Central Parking: Scott Reid
- Ticket Office: Tim Ward

Monster Jam

MVP: Adrienne Heyward, CSC



KEEP UP THE GOOD WORK!

Gold Wings

Concierge Staff:

- Joe Ionvale
- Ticket Office:**
- Steve Nawalany
- Andrew Schiavello
- Bobby Ward, Sr.
- Fred Robinson



Silver Wings

Aramark Facilities:

- James Mielich
- Concierge Staff**
- Sue Kennedy
- Joe Tkachyk
- Ticket Office**
- Jason Colon
- Colon Donohue
- Ryan Curran
- Linda Fleisher
- Mary McCafferty
- Andy Ortman
- Sean McCafferty

LINCOLN FINANCIAL FIELD EVENT SCHEDULE 2011

JUNE & JULY



Saturday, June 4

Monster Jam

7:00 PM



Saturday, June 18

Kenny Chesney Concert

4:30 PM



Thursday, July 14

U2 Concert

7:00 PM



Saturday, July 23

REAL Madrid vs. Union

9:00 PM



AUGUST



Saturday, August 6th

Taylor Swift

7:00 PM



Thursday, August 11

Baltimore Ravens

7:30 PM



Thursday, August 25

Cleveland Browns

7:30 PM



SEPTEMBER

Thursday, September 1

Temple vs. Villanova

TBD



Saturday, September 17

Temple vs. Penn State

TBD



Sunday, September 25

New York Giants

1:00 PM



OCTOBER



Saturday, October 1

Temple vs. Toledo

TBD



Sunday, October 2

San Francisco 49ers

1:00 PM



Saturday, October 15

Temple vs. Buffalo—Homecoming

TBD



Sunday, October 23

BYE WEEK

TBD



Sunday, October 30

Dallas Cowboys

8:20 PM



NOVEMBER

Monday, November 7

Chicago Bears

8:30 PM



Wednesday, November 9

Temple vs. Miami OH

8:00 PM



Sunday, November 13

Arizona Cardinals

1:00 PM



Saturday, November 19

Temple vs. Army

TBD



Friday, November 25

Temple vs. Kent State

TBD



Sunday, November 27

New England Patriots

4:15 PM



DECEMBER & JANUARY

Sunday, December 18

New York Jets

4:15 PM



Sunday, January 1

Washington Redskins

1:00 PM

