

Sports books project record Super Bowl handle

By Chris Murray, Reno Gazette-Journal

While New England Patriots star Tom Brady looks to break the record for most Super Bowls won by a quarterback Sunday when his team takes on the Atlanta Falcons, Nevada sports books are eyeing their own record: largest handle in Super Bowl history.

A record \$132.54 million was bet on Super Bowl 50 – a 24-10 win by the Denver Broncos over the Carolina Panthers. That total surpassed the record of \$119 million set in 2014. But the wagers laid down leading into this year's game has left local sports book managers optimistic last year's mark will be surpassed.

Ben Knutson, William Hill's local area manager who oversees 30 of the bookmaker's 108 statewide books, believes the game will set a record handle.

Read the whole story