



NFL TO HOST FIRST-EVER FANTASY DRAFT WEEK

Three-day celebration of Fantasy Football to help kick off the season will take place August 22 – 24 In New York City

Free tickets for fans to attend now available at NFL.com/fantasydraftweek

As NFL teams are back at training camp and fans are getting Back To Football, the NFL is launching the inaugural Fantasy Draft Week to help kick off the 2012 NFL season.

[NFL Fantasy Draft Week presented by DirecTV](http://NFL.com/fantasydraftweek) will take place August 22 – 24 at the Best Buy Theater in New York City and will be the ultimate Back to Football celebration for fantasy football fans.

2012 NFL Fantasy Draft Week presented by DirecTV will feature celebrity and NFL player appearances, on-site drafts, fantasy roundtables, personalized fantasy advice as well as fan giveaways. This three-day event will consist of discussions and moderated Q&A sessions designed to help fantasy football players dominate their leagues. Topics will include best draft strategies and trends, player performance outlooks, and insider tips on using waiver wires and trades.

NFL Fantasy Draft Week will feature appearances from **NFL Fantasy Live** experts including **Dave Dameshek**, **Michael Fabiano** and **Jason Smith**. These experts will reveal winning fantasy draft strategies for standard and auction leagues, NFL positional player rankings, Fantasy sleepers, keepers and players to avoid in 2012.

NFL Fantasy Live will broadcast live from the event. Portions of the event will air on NFL Network. *NFL Fantasy Live* is NFL Network and NFL.com's flagship fantasy football program.

A full schedule for fans for all three days of the event can be found at www.nfl.com/fantasydraftweek. The schedule will be updated as guests are confirmed.

Fans may now sign up for free tickets to attend NFL Fantasy Draft Week at 1iota.com. Fans who sign up have the chance to be selected to host their Draft live during NFL Fantasy Draft Week. More information on attending NFL Fantasy Draft Week may be found at www.1iota.com or at www.nfl.com/fantasydraftweek.

Through August 3, fans may also enter the **[NFL Fantasy Draft Week Sweepstakes](#)** for a chance to win a trip to attend NFL Fantasy Draft Week and host their League's Draft

in New York City. Certain Restrictions Apply. See details below. Visit www.nfl.com/fantasydraftweek for more information.

More information on attending NFL Fantasy Draft Week may be found at www.nfl.com/fantasydraftweek.

#

Media Contact: Joanna Hunter, NFL, 212/450-2449; joanna.hunter@nfl.com

No Purchase Necessary to Enter or Win in the Fantasy Draft Week Sweepstakes.

Starts 12:00:00 am ET on 7/25/12, ends 11:59:59 pm ET on 8/3/12 ("Promotion Period"). Open only to legal residents of 50 U.S. & DC (excluding CA), 21 years or older as of registration date. Void where prohibited. Subject to Official Rules available at www.nfl.com/fantasy during Promotion Period or by sending a SASE for receipt by 5/11/12 to: Fantasy Draft Week Sweepstakes RULES, P.O. Box 17009, Bridgeport, CT, 06673-7009. Sponsor: NFL Properties LLC.