



FOR IMMEDIATE RELEASE
NFL 08/29/13

NFL HOSTS KICKOFF EVENTS IN BALTIMORE TO CELEBRATE SUPER BOWL CHAMPION RAVENS & RETURN OF FOOTBALL

Events Will Take Place September 3-5

2013 NFL Kickoff will bring music, youth football, and a spirit of community to Baltimore as fans nationwide get *Back To Football*.

The following are opportunities for fans and media to take part in the Kickoff celebrations throughout Baltimore. Fans and media should visit www.nfl.com/kickoff and follow [@NFL345](https://twitter.com/NFL345) on Twitter for the most up-to-date Kickoff details.

NFL KICKOFF CONCERT STAGE ARRIVAL

On **Monday, September 2** at **6:00 a.m.** the **NFL Kickoff concert stage** will be tugged into **Baltimore's Inner Harbor** across from the Maryland Science Center. Media can capture the first shots of the stage that **KEITH URBAN** will perform on Thursday night as part of the unprecedented celebration for the Super Bowl champion Baltimore Ravens.

For more information, including interview opportunities with NFL executives, contact Joanna Hunter (Joanna.hunter@nfl.com).

B-ROLL OPPORTUNITY: RAVENS LOGOS PAINTED ON YOUTH FIELD

On **Monday, September 2** at **12:30 p.m.**, media can capture the iconic Baltimore Ravens logo being painted on the field that will be home to the NFL PLAY 60 Youth Football Festival at **UTZ Field at Patterson Park**. Baltimore Ravens Director of Fields and Grounds **DON FOLLETT** will be on site along with executives from the NFL's Creative Department.

For more information, including interview opportunities with NFL executives, contact Joanna Hunter (Joanna.hunter@nfl.com).

NFL KICKOFF COMMUNITY LEGACY PROJECT

Former Ravens players **JAMAL LEWIS** and **DUANE STARKS** will join volunteers from the NFL, United Way and the National Dairy Council for a community service project at **Hilton Elementary** (3301 Carlisle Ave.) on **Wednesday, September 4** from **9:30 a.m. to 12:30 p.m.**, Baltimore Mayor **STEPHANIE RAWLINGS-BLAKE** will take part in the event at **11:30 a.m.**, followed by a ribbon cutting ceremony. Hilton Elementary was identified by the Ravens and the National Dairy Council for their successful participation in the Fuel Up to Play 60 program. Volunteers will transform the outdoor area behind the school adding a greenhouse and garden beds. In addition, a new active play space will be built to inspire creativity, learning and cooperation among students.

For more information, contact Felipe Benitez, United Way, at felipe.benitez@unitedway.org

KICKOFF VILLAGE

The NFL Kickoff Village will be open to fans on **Wednesday, September 4** from **10:00 a.m. to 10:00 p.m.** and **Thursday, September 5** from **10:00 a.m. to 8:15 p.m.** at **McKeldin Square and the Harborplace Amphitheater**. **This fan zone is free and open to the public** and brings fans closer to the NFL through sponsors' activations and dynamic promotions. Sponsors include: Bridgestone, GMC, Pepsi, Snickers and Verizon. NFL Legends will be on hand both days to sign autographs for fans.

For more information including interview opportunities with NFL executives, contact Joanna Hunter (Joanna.hunter@nfl.com).

NFL PLAY 60 YOUTH FOOTBALL FESTIVAL

The NFL PLAY 60 Youth Football Festival will take place **Wednesday, September 4** from **11:00 a.m. to 3:00 p.m.** and **Thursday, September 5** from **9:00 a.m. to 6:30 p.m.** Former Ravens players including Hall of Famer **ROD WOODSON** and **JAMAL LEWIS, KYLE RICHARDSON, JAMIE SHARPER, DUANE STARKS** and **MATT STOVER** will team up with more than 850 students from the area to celebrate the start of the NFL season at **UTZ Field at Patterson Park** (200 S Linwood Ave). Students will learn NFL FLAG drills and Heads Up Football skills from USA Football coaches and participate in activities with players. Children will also learn about hydration, helmet fitting, and concussion awareness. NFL PLAY 60 partners HOPSports, National Dairy Council and Under Armour will be on-site as part of their ongoing commitment to motivate youth and families to be active.

FULL CLINIC SCHEDULE:

Wednesday, September 4

- Clinic #1 (12:00-1:00 P.M.): **Matt Stover, Kyle Richardson**
- Clinic #2 (1:00-2:00 P.M.): **Matt Stover, Kyle Richardson**
- Clinic #3 (2:00-3:00 P.M.): **TBA**

Thursday, April 25

- Clinic #1 (10:30-11:30 A.M.): **Jamal Lewis**
- Clinic #2 (11:30 A.M.-12:30 P.M.): **Jamal Lewis**
- Clinic #3 (1:00-2:00 P.M.): **Duane Starks**
- Clinic #4 (2:00-3:00 P.M.): **Duane Starks**
- Clinic #5 (4:30-5:00 P.M.): **Jamie Sharper, Rod Woodson**
- Clinic #6 (5:15-5:45 P.M.): **Jamie Sharper, Rod Woodson**
- Clinic #7 (6:00-6:30 P.M.): **Jamie Sharper, Rod Woodson**

For more information, contact Clare Graff, NFL, at Clare.Graff@NFL.com

UNDER ARMOUR | GE PRESS CONFERENCE ON HEAD HEALTH CHALLENGE II

The **NFL, GE** and **Under Armour** will team up to kick off the second portion of the *Head Health Challenge: Innovative Approaches for Identifying and Preventing Brain Injury* on **Wednesday, September 4** at **3:00 p.m.** at **Under Armour Global Headquarters** (120 Hull Street, Baltimore). The event will include NFL Commissioner **ROGER GOODSELL**, founder and CEO of Under Armour **KEVIN PLANK**, and **SUE SIEGEL** CEO of GE healthyimagination. **BOOMER ESIASON** will host the event, which also features **CAL RIPKEN, JR.** (MLB), **LAVAR ARRINGTON** (NFL) and **STEELE STANWICK** (Major League Lacrosse), and **KELLY O'HARA** (National Women's Soccer League).

For more information, contact Clare Graff, NFL, at Clare.Graff@NFL.com

NFL BACK TO FOOTBALL RUN & PLAY 60 FUN RUN

The special NFL Back To Football Run and NFL PLAY 60 Fun Run will take place Wednesday evening, **Sept. 4 at M&T Bank Stadium**. The Run Series invites fans to celebrate the return of football with a 5K starting at **7:00 p.m.**; in addition, a half mile Play 60 Fun Run for youth fans begins at **6:00 p.m.** (ages 6-12). Fans 5 and under can also participate in a run at **6:20 p.m.** on the field. The participants will experience the once in a lifetime chance to finish their race on the field of the very stadium where their Super Bowl champions play. Ravens cheerleaders and mascot Poe will be in attendance, and fans have an opportunity to receive autographs from Ravens alumni and take their photo with the Vince Lombardi Trophy.

Ravens alumni **JAMAL LEWIS** and **KYLE RICHARDSON** will be in attendance to help kick off the run and cheer on the runners.

Fans interested in participating in the run may sign up here: <http://nflrunseries.com/ravens/>.

For more information, contact Magdalena Hill, NFL, at Magdalena.Hill@NFL.com

"NFL KICKOFF 2013 PRESENTED BY PEPSI" CONCERT

Grammy Award-winning singer **KEITH URBAN** will perform live, with activities beginning at **6:00 p.m. (ET)** on **Thursday, September 5** for "**NFL KICKOFF 2013 PRESENTED BY PEPSI**," the NFL's 11th anniversary Kickoff celebration to kick off the season and celebrate the Super Bowl champion Baltimore Ravens. **The event is free and open to the public.** Urban will perform from a floating stage barge in Baltimore's Inner Harbor adjacent to the Maryland Science Center. The event will include music, fireworks, a showing of "America's Game: 2012 Baltimore Ravens," and a water light show.

To ensure public safety and security, the following items are prohibited: weapons, alcohol, food, beverages, all glass containers, fireworks, all chairs, tents of any kind, barbecue grills of any kind, umbrellas, blankets of any kind, cameras with lens over 12", obstructive signs and animals other than service animals.

All attendees are subject to search, and prohibited items may not be abandoned at security checkpoints. Please allow adequate time to pass through security checkpoints before activities begin.

Guests can enter the concert site at the Baltimore Visitor Center on Light Street at Conway Street or off of Key Highway between the Science Center and Rash Field. **The entrances will open to the public beginning at 6pm on Thursday, September 5.**

Guests may view the concert from the general public viewing areas, which are adjacent to the Maryland Science Center and are directly in front of the stage. **Access to the general public viewing areas is first come, first served.** Guests also may enjoy the concert from West Shore Park and along the Inner Harbor promenade.

Guests planning to attend the event should follow [@NFL345](https://twitter.com/NFL345) on Twitter for the most up-to-date concert details.

Simulcast coverage of the 60-minute pregame show will air from 7:30 to 8:30 PM ET on NBC and NFL Network. The show leads into the season opener between the Ravens and the Denver Broncos at Sport Authority Field at Mile High (NBC, NBCSports.com, Westwood One Radio Sports, 8:30 PM ET).

For more information, contact Joanna Hunter (Joanna.hunter@nfl.com).

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