

Easy Tweet: [@NFL](#) and [@UnitedWay](#) kick off 16th annual Hometown Huddle league-wide day of service, celebrate youth health and wellness



FOR IMMEDIATE RELEASE
NFL 10/21/14

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NFL CELEBRATES YOUTH HEALTH AND WELLNESS DURING LEAGUE-WIDE DAY OF SERVICE WITH UNITED WAY

NFL and Teams Participate in 16th Annual NFL-United Way Hometown Huddle Day of Service

2014 Marks 41st Year of NFL-United Way Partnership

NFL coaches, players, and executives will help members of their community to PLAY 60 today during the 16th annual NFL-United Way Hometown Huddle league-wide day of service. Teams will build fitness zones and playgrounds, host youth football clinics and help kids get active for 60 minutes a day as part of NFL PLAY 60, the league's youth health and wellness campaign.

Now in its 41st year, the NFL-United Way partnership connects NFL PLAY 60 with United Way's goal to get more young people healthy and active. United Way, which works in 1,200 communities across America, is creating healthier communities by increasing access to nutritious foods for families and increasing opportunities for physical exercise and play.

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and wellness with partner organizations. PLAY 60 also is implemented locally, as part of the NFL's in-school, after-school and team-based programs. All 32 clubs activate PLAY 60 locally, with thousands of NFL PLAY 60 events held annually.

"We are proud to join United Way to celebrate youth health and wellness by giving back to the community and making sure all kids have the chance to 'PLAY 60,'" said Vice President of Social Responsibility **ANNA ISAACSON**. "Through NFL PLAY 60 and our work with United Way, we will continue to provide our youngest fans with safe places to exercise and empower students to maintain healthier lifestyles."

Below is a snapshot of how teams are working with United Way to celebrate Hometown Huddle events. New York-based NFL employees will join United Way volunteers at a local school today to help transform the dance room and outdoor play spaces. NFL employees in Mount Laurel, N.J., and Culver City, Calif. will also participate in local events.

The NFL and United Way invite fans to show how they lead healthy and active lifestyles by posting an image to social media channels using hashtag #HowIPLAY60. Photos will be featured on www.unitedway.org/play60.

To learn more about NFL-United Way partnership or NFL PLAY 60 visit: www.unitedway.org/play60 and www.NFLRUSH.com/play60.

TEAM	HOMETOWN HUDDLE ACTIVITIES
Arizona Cardinals	The Cardinals Hometown Huddle event will include a playground build in Rio Rico, Ariz. Cardinals ownership, coaches, players, front office staff and wives will participate in the creation of the play space that will encourage Rio Rico youth to get active for 60 minutes a day.

Atlanta Falcons	The Falcons 53-man roster and practice squad participated alongside several Atlanta Falcons Cheerleaders and members of the Atlanta Falcons Women's Association to make surprise appearances at 10 different locations around metro Atlanta. The six stops included United Way-affiliated schools where the players and cheerleaders delivered new sports equipment and promoted physical fitness as part of the NFL's PLAY 60 initiative. Additional stops were made at the SAFE House, Ronald McDonald House, a local Publix Super Market and the Atlanta Falcons Women's Association prepared and served lunch to the homeless at Crossroads Community Ministries.
Baltimore Ravens	The Ravens will have several players attend the Third Annual Ravens TEAM Challenge. Players will serve as team captains to the eight different youth teams: Relentless, Courage, Victory, Triumph, Conquer, Intensity, Loyalty and United. A number of Lady Ravens (comprised of coaches and players' wives) will also volunteer. Ravens staff, along with United Way, M&T Bank and Under Armour volunteers, will volunteer. Playworks Baltimore and students from Liberty Elementary School (Baltimore, Md.) will participate in challenges such as kickball, dodgeball, ultimate football and a series of relays. Each student will receive a new pair of sneakers, provided by Under Armour.
Buffalo Bills	The Bills Toyota Rookie Club and the American Dairy Association and Dairy Council will host a healthy shopping event for 35-40 middle school students at a local Wegmans grocery store. Bills strength and conditioning assistant Dan Liburd will kick off the event with a nutrition education session before Bills rookies help students shop for healthy grocery options with a \$100 gift card.
Carolina Panthers	On Tuesday, Oct. 14, the Panthers and the United Way of Central Carolinas visited three area Title 1 schools, awarding each with a \$5000 grant to support their health and wellness programming. Grants will support the construction of an interactive fitness trail, purchase much-needed physical education equipment and kick-start a "Fitness First" program for high school students.
Chicago Bears	The Bears, Bears Care and United Way of Metropolitan Chicago partnered to construct a play structure at Kress Creek Farms Park in West Chicago that will allow youth to stay physically active. The Bears 2014 Hometown Huddle event will engage youth in physical activity with stations led by Bears rookies. A dedication ceremony of the Chicago Bears Fitness Zone will kick off festivities and players will complete the landscape work around the play structure.
Cincinnati Bengals	The Bengals are bringing the Hometown Huddle project to Covington, Ky. by helping the Boys & Girls Club expand their facility and outdoor space for their members and the community. The Bengals will help construct a new play structure, install a walking path and connect an ADA accessible ramp. They will construct new soccer goals, improve the field surface and beautifying the space around the field.
Cleveland Browns	Through First and Ten, the Browns signature community platform to inspire giving back, Cleveland Browns players, staff, United Way of Greater Cleveland, volunteers and community leaders will build a new playground complete with an ADA-friendly transfer station with steps and handholds, slides, monkey bars and climbers at Louis Agassiz School in Cleveland, Ohio.
Dallas Cowboys	The Cowboys will celebrate Hometown Huddle on Monday, Oct. 20 at Corey Elementary School in Arlington, Texas by hosting a NFL Flag Play 60 Clinic. Corey Elementary is a Fuel Up to Play 60 NFL Flag grant recipient and will be starting the NFL Flag Football in-school physical education curriculum this Spring. Cowboys players and mascot will run students through NFL Flag drills and end the clinic with a mock flag game. Gene and Jerry Jones Family Foundation will present both Corey Elementary and the Arlington Independent School District with \$2500 grants in an effort to sustain the program and purchase additional Flag kits for other AISD elementary and middle schools.
Denver Broncos	On Oct. 14, the Broncos hosted a PLAY 60 Day at their stadium with Playworks providing activities for more than 350 kids from all 16 Boys and Girls Clubs of Metro Denver locations.
Detroit Lions	Lions players, coaches, alumni and staff will participate in PLAY 60 recess activities and a tour of Detroit Eastern Market, a local farmers market. Lions Executive Chef Joe Nader will host a nutrition discussion about healthy eating, fresh fruits and vegetables.
Green Bay Packers	The Packers, along with the town of Clintonville Parks and Recreation, will build a playground for a community in need.
Houston Texans	The Texans will host a "PLAY 60 for All" field day for approximately 100 students at T. H. Rogers school in Houston. The Texans will provide games and equipment to fit the special needs of the T.H. Rogers student population, including those students with multiple impairments. The entire Texans rookie class, Texans Cheerleaders, Texans staff and United Way volunteers will participate by assisting students at stations. All participants will receive awards.
Indianapolis Colts	On Tuesday, Oct. 28, the Colts and United Way of Central Indiana (UWCI) will host the annual Hometown Huddle event, presented by Indiana Wesleyan University, where they will create a fitness room at the Lilly Boys and Girls Club, a United Way agency. The Colts-themed fitness room will be used by local youth each week to provide them with a fun and safe place to be active indoors.

Jacksonville Jaguars	The Jaguars and United Way of Northeast Florida will host activities for about 65 fourth and fifth grade students at West Jacksonville Elementary School that promote healthy physical fitness and preventive wellness. A day of activities will begin with company volunteers completing playground improvements at the school. Students will also participate in physical fitness exercises on their newly painted playground. Local health organizations will provide free health and wellness screenings for students. Jaguars players will coach the students through activities following a rally to kick-off the event.
Kansas City Chiefs	The Chiefs and United Way of Greater Kansas City will host the ninth annual Chiefs TeamSmile event at Arrowhead Stadium. The goal of the outreach initiative, held as part of Kansas City Oral Health Care Day, is to promote oral health while offering dental services to area children. Nearly 300 Title I eligible children will be treated as a result of the program, receiving dental screenings and the opportunity to participate in Play 60 activity stations as well as obtaining life-skill education. This event provides complementary dental screenings and procedures in excess of \$135,000 in value. Chiefs P DUSTIN COLQUITT will serve as the spokesperson for the event for the eighth straight season.
Miami Dolphins	The Dolphins and United Way are teaming to host the Hometown Huddle at Carter Park on Monday, Oct. 27. The event will include a Gatorade Junior Training Camp featuring football stations for 350 kids from Sunland Park Elementary School. Students will run through football drills, create thank you cards for the troops and pack bags for the United Way Mission United program. Members of the football team, cheerleaders, mascot TD, Dolphins staff and United Way volunteers will participate.
Minnesota Vikings	E.J. HENDERSON and other Vikings players will visit Green Central Middle School in recognition of the United Way funded ACES (Athletes Committed to Educating Students) after school mentoring program. Players will speak to students about Play 60 and will stress the importance of reading. Following the all school assembly, 50 members of ACES will participate various drills by the players.
New England Patriots	The Patriots are teaming with United Way to give Hyde Square Task Force in Boston a fitness room makeover. The facility will receive exercise equipment, a transportable dance floor for traveling productions and more. On Oct.20, Patriots players and students installed the dance floor, and students taught the players a brief dance routine.
New Orleans Saints	The Saints will create and enhance two areas of the Hispanic Apostolate Center in Kenner, La. One area will be transformed into an indoor Youth Fitness Zone with Saints-branded hydraulic fitness machines, water rowers, treadmills and aerodynamic bikes. The second room will be a fitness-inspired video gaming/creative arts room with new XBOX Kinect gaming console, a new TV, ping-pong table and billiards table. Both rooms will be revitalized with Saints décor and furnishings. Saints players, Saintsations and staff will be in attendance teach them how to use the equipment properly. The kids will also enjoy the Saints Junior Training Camp drills with the team mascot.
New York Giants	On Tuesday, Oct. 14, Giants players NAT BERHE, DANIEL FELLS, ERIC HERMAN, JAYRON HOSLEY, BENNETT JACKSON and JAMEEL MCCLAIN arrived at PS 49 in Bronx, N.Y. to help renovate the schools recess area as part of the Giants Hometown Huddle project. Volunteers from the United Way of NYC joined to help paint the fence and wall surrounding the play area, as well as stencil in fun games on the blacktop. Players hosted a mini PLAY 60 event with the students during their physical education classes by creating different fitness stations.
New York Jets	The Jets, United Way of Northern New Jersey, New Jersey National Guard and NFL Foundation teamed to contribute \$45,000 to install a PLAY 60 Fitness Zone playground at Montclair Child Development Center. The new playground is part of a United Way regional campaign to ensure safe and quality playgrounds at area child care centers and preschools. Jets players along with members of the New Jersey National Guard will put the finishing touches on a PLAY 60 Fitness Zone playground with 35 children from the Montclair Child Development Center.
Oakland Raiders	Raiders Pro Bowl FB MARCEL REECE will join several of his teammates and UPS volunteers to take part in an afternoon service event with students at Parker Elementary School in Oakland, Calif. The goal of this year's Hometown Huddle is to inspire students to be more physically active.
Philadelphia Eagles	The Eagles will conduct a PLAY 60 pep rally and heart screening with players and cheerleaders at Wissahickon High School. They will be using the NFL Foundation Hometown Huddle Team Program Grant to help facilitate a heart screening for the school district.
Pittsburgh Steelers	The Steelers will join United Way of Allegheny County for a Play 60 event. Steelers United Way spokesman, DE CAM HEYWARD , and the 2014 Rookie Club will visit Pittsburgh's Arsenal Middle School to lead the students through four activity stations and encourage them to be physically active for 60 minutes each day.
San Diego Chargers	On Tuesday Oct. 14 the Chargers partnered with TeamSmile to host a special event which provided more than 200 children free dental work. Dentists, dental assistants and dental hygienists volunteered their time, while Chargers players and Charger Girls made a fun environment by chatting with the kids, dancing with them and reminding them to brush twice a day.
San Francisco 49ers	On Monday, Oct. 6, the 49ers "Filled the Shed" with active outdoor gear and toys at a subsidized preschool that lost everything in a vandalism-related fire. The school serves low income and special needs children. Joining the fun to assemble toys and surprise the kids were members of the 49ers ownership family – DENISE DeBARTOLO YORK, TONY YORK, JENNA YORK, MARA YORK, DANIELLE YORK and MARY LAWRENCE – along with 49ers S ERIC REID , his wife, Jaid, 49ers front office staff and United Way Silicon Valley representative.

Seattle Seahawks	The Seahawks and United Way will take over Cascade Middle School. Their project encourages youth to stay active, eat healthy, focus on education and be an active participants in their community. The morning will be spent renovating the student lounge on campus. Players and Sea Gals will surprise students in classrooms offering a pop-quiz and discussing the importance of education. Students will participate in PLAY 60 activities, enjoy a healthy snack during a Q&A with players and Sea Gals and discuss the importance of volunteering with United Way and Seahawks staff.
St. Louis Rams	As an extension of the Rams monthly staff days of service, the Rams will be volunteering at Mathew's Dickey Boys & Girls Club, a United Way agency focused on teaching youth respect, restraint and responsibility through athletic competition and recreational activities. The Rams will partner with Rebuilding Together – St. Louis, a non-profit dedicated to renewing neighborhoods by rebuilding community centers, playgrounds and other community projects. The Rams and Rebuilding Together will repaint, repair and beautify the outdoor athletic fields at Mathew's Dickey.
Tampa Bay Buccaneers	On Oct. 27, Mrs. Darcie Glazer Kassewitz and the Buccaneers will celebrate a Buccaneers Academy Fitness Zone ribbon cutting at Sheehy Elementary School. The team will join United Way Suncoast volunteers to construct an outdoor classroom with students for their Hometown Huddle event.
Tennessee Titans	The Titans will partner with United Way of Middle Tennessee to host their Hometown Huddle event at their indoor practice facility this year. Titans players, cheerleaders, mascot and staff will be in attendance at the event, with several players and cheerleaders leading PLAY 60 stations.
Washington Redskins	The Washington Redskins Charitable Foundation and United Way of the National Capital Area are teaming to lead two PLAY 60 events at Clinton Grove Elementary School in Clinton, Md. In addition to leading more than 350 students through HOPSports Play 60 activities, Redskins players will speak on the importance of living healthy lifestyles and staying active, as well as host a special recess for 30 students who have demonstrated strong academic and behavioral performance in school and the Before/After Care program.

***Unless otherwise indicated, the events listed above will take place on Tuesday, October 21*

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About NFL PLAY 60

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and wellness with partner organizations. PLAY 60 also is implemented locally, as part of the NFL's in-school, after-school and team-based programs. Since the program was launched in 2007, the NFL has committed more than \$300 million to youth health and fitness through programming, grants, and media time for public service announcements. The NFL and its teams have built hundreds of NFL Youth Fitness Zones and integrated programs into more than 73,000 schools nationwide since the campaign launched. All 32 clubs activate PLAY 60 locally, with thousands of NFL PLAY 60 events held annually. For more information, visit www.NFLRUSH.com/play60.

About United Way

With more than 2.8 million volunteers and 9.7 million donors worldwide, and more than \$5 billion raised every year, United Way is the world's largest privately-funded nonprofit. It is working in nearly 1,800 communities across 41 countries and territories to create community solutions that improve life for everyone. Across the world, United Way partners include global, national and local businesses, nonprofits, civic and faith organizations, as well as educators, labor, health organizations, government and more.