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NATIONAL FOOTBALL LEAGUE DRAFTS KRISTIN CAVALLARI AND DICK BUTKUS FOR DIGITAL VIDEO SERIES ANNOUNCING NEW PINTEREST BOARDS

Pinterest Boards Showcase Range of NFL Fandom through Diverse Original Content

New York, NY – April 30th 2015 – NFL fans are now on the clock – ready, set, pin!

In celebration of the NFL Draft kicking off tonight in Chicago, the National Football League (NFL) today launched a variety of official Pinterest boards at [Pinterest.com/NFL](https://www.pinterest.com/NFL) featuring engaging content for fans of all 32 teams. To support the launch, the NFL has teamed with **Kristin Cavallari** (*TV personality, fashion designer and wife of Chicago Bears quarterback Jay Cutler*) and Chicago Bears Hall of Fame linebacker **Dick Butkus** for web videos highlighting the new social platforms.

The first video launched today, and the second will launch tomorrow at 11 AM EST. Visit and follow the official [NFL Fan Style Facebook](#) page to view these videos.

“I am very excited to help introduce the new NFL Pinterest boards,” said Cavallari. “I will obviously be on the Chicago Bears Style board during the Draft and even have my own Kristin’s Pins board! I think this is a great chance for fans everywhere to really show how they support their teams all year long.”

The Pinterest boards will feature a wide range of content to appeal to fans of all 32 teams. A sampling of boards include:

- Fan Fashion for style inspirations
- Baby fan pictures dubbed “Rookie of the Year”
- Homegating recipes and tips
- 32 team style boards
- Butkus Board
- Kristin’s Pins
- Furriest Fans showing pet pride

- Off-the-field Player Fashion
- By the Numbers featuring game stats
- Gift suggestions

“We are thrilled to showcase ways our fans celebrate their passion for their teams with NFL products,” said Natara Holloway, Vice President NFL Consumer Products. “As we host the Draft in Chicago for the first time since 1964, it’s great to have two Chicago favorites -- Kristin Cavallari and Dick Butkus – celebrating their fandom and showing other fans how fun and easy it is to pin your favorite products.”

Follow boards and re-pin you favorite NFL images on [Pinterest.com/NFL](https://www.pinterest.com/NFL).

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