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NFL, USA Football, GENYOUth and Fuel Up to Play 60 Announce Continued Commitment to Supporting Youth Health & Wellness Through NFL FLAG

One Million New Students Will Get Active Through NFL FLAG Essentials Kits to Boost Activity and Encourage Kids to 'Play 60' Nationwide

CHICAGO, Ill. (April 29, 2015) – NFL, USA Football, GENYOUth and Fuel Up to Play 60 today announced the expansion of their commitment to youth health and wellness by giving NFL FLAG Essentials Kits to one million students across 2,500 schools nationwide, including 10 focus cities: Atlanta, Boston, Buffalo, Chicago, Jacksonville, Miami, Minneapolis, Phoenix, Pittsburgh and San Francisco. The expansion is made possible by a \$1 million commitment from NFL Foundation.

The announcement was made by Chicago Mayor **RAHM EMANUEL**, CEO of GENYOUth **ALEXIS GLICK** and NFL Commissioner **ROGER GOODELL** at the 2015 NFL Draft Youth Football Clinic in Chicago's Grant Park.

During 2014 Kickoff, NFL, USA Football, GENYOUth and Fuel Up to Play 60 announced a commitment to providing children in elementary schools and after-school programs nationwide with NFL FLAG Essentials Kits enabling kids and communities to "Play 60." The kits which include footballs, flag belts, posters and a PE curriculum designed for elementary and middle school students, garnered enthusiasm, reaching 1,800 schools nationwide, resulting in 500,000 kids getting more active, and the demand for NFL FLAG powered by USA Football to be played before, during and after school.

The goal of the partnership between the NFL and Fuel Up to Play 60 is to give children more opportunities to be physically active and to "Play 60" by offering PE teachers and school administrators the equipment, curriculum, training and recognition they need to uplift and support physical education. This extension of the program provides a million more students across the country with the tools to play NFL FLAG, which combines the strategy of football with the lessons of teamwork, resiliency and respect.

"We want all kids to have the chance to get active and flag football is a fun way to play 60 and learn the fundamentals of football," said Commissioner Goodell. "We know many children are physically inactive and the critical need in schools and communities for equipment and ways to increase participation in physical education. We want to make this a positive experience by offering NFL FLAG Kits to inspire kids to play football and be active today and in years to come."



Results from the program's first year include:

- **98%** of teachers reporting using the Kits in PE class for more than one semester
- **47%** using Kits after school
- **28%** using Kits during recess
- **21%** using Kits weekend activity and/or sporting activities
- **12%** using Kits before school, leading to an increased number of physically activity kids

NFL FLAG provides children of all ages with the opportunity to be active and learn the basics of football in a fun environment. With the tremendous reach of Fuel Up to Play 60, the nation's largest in-school nutrition and physical activity program, an additional 1,000,000 children in more than 2,500 schools will be able to participate in the coming 2015-16 school year via the new Kits. The program will culminate with the NFL FLAG National Championships at Super Bowl 50 in San Francisco.

"GENYOUth is proud to support this partnership by bringing this fresh and exciting sport to schools nationwide through our flagship program, Fuel Up to Play 60," said Alexis Glick, CEO of GENYOUth. "Flag football is a fun, fast-paced, skills-based and strategy-driven game that inspires more kids to get active. It allows physical education teachers and communities to introduce a new curriculum that has already inspired more physical activity among both boys and girls during and outside of the school day."

Schools can apply for the Kits starting in early May via the Fuel Up to Play 60 website: www.FuelUpToPlay60.com and will be provided at the beginning of the 2015-16 school year while supplies last. Additionally, in-person FLAG trainings using the curriculum developed by USA Football and SHAPE America will be held in the 10 NFL markets this fall.

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About NFL FLAG

NFL FLAG powered by USA Football (<http://www.nflflag.com/>) provides opportunities for children ages 5-17 to enjoy America's favorite sport. With more than 250,000 participants nationwide, players benefit by being physically active through non-contact, continuous action while learning the fundamentals of football, lessons in teamwork and sportsmanship. NFL FLAG is a program of PLAY 60, the NFL's campaign to encourage kids to be active for 60 minutes a day in order to help reverse the trend of childhood obesity.

About Fuel Up to Play 60

Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by National Football League (NFL) and National Dairy Council (NDC), which was founded by America's dairy farmers, in collaboration with the U.S. Department of Agriculture (USDA). Fuel Up to Play 60 is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools. The program additionally encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains) and achieve at least 60 minutes of physical activity every day. As a result of the program, last year 14 million students made better food choices and are getting more physically active during the school day. Fuel Up to Play 60 is further supported by several health and nutrition organizations: Action for Healthy Kids, American Academy of Family Physicians, American Academy of Pediatrics, Academy of Nutrition and Dietetics Association/Foundation, National Hispanic Medical Association, National Medical Association and School Nutrition Association. Visit FuelUpToPlay60.com to learn more.



About GENYOUth Foundation

A leading nonprofit, GENYOUth brings leaders in health and wellness, education, government and business together in a movement to empower America's youth to achieve a healthier future by uniting partners, raising funds and uplifting the student voice. GENYOUth has established itself as a thought leader in youth health and wellness and collaborates with its partners to convene experts, conduct research, publish perspective reports, and build programs that make a lasting difference in the pursuit of healthy, high-achieving youth. Founded in 2010 through a public-private partnership with the National Dairy Council and the NFL, GENYOUth has raised funds, increased visibility and commitment to school wellness among health and wellness leaders, educators, students, parents, community leaders and businesses. Learn more about GENYOUth partnership, volunteer and donation opportunities at www.genyouthfoundation.org or contact us at info@genyouthfoundation.org.

About USA Football

Indianapolis-based USA Football (www.usafootball.com) is the sport's national governing body, leading the game's development for youth, high school and other amateur players. The independent nonprofit partners with leaders in medicine, child advocacy and sport to establish important standards rooted in education. USA Football trains more high school and youth football coaches combined than any organization in the U.S., advancing coaching education and player skill development for safer play and positive experiences through athletics. Follow USA Football at www.facebook.com/usafootball or on Twitter [@USAFootball](https://twitter.com/USAFootball).

About SHAPE America

SHAPE America - Society of Health and Physical Educators is committed to ensuring all children have the opportunity to lead healthy, physically active lives. As the nation's largest membership organization of health and physical education professionals, SHAPE America works with its 50 state affiliates and national partners to support initiatives such as the Presidential Youth Fitness Program, *Let's Move!* Active Schools and the Jump Rope For Heart/Hoops For Heart programs.

Since its founding in 1885, the organization has defined excellence in physical education, and our resources provide the leadership, professional development and advocacy that support health and physical educators at every level - from preschool to university graduate programs. For more information, visit www.shapeamerica.org.