



FOR IMMEDIATE RELEASE
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NFL NETWORK KICKS OFF SERIES ‘HUDDLE UP’

On **Monday, August 24**, NFL Network kicks off a three-part series called ‘Huddle Up.’ Each installment of the series will air on NFL Network’s *NFL Preseason HQ* at **8:00 AM ET** and *NFL Total Access* at **7:00 PM ET** from August 24-26. The series, hosted by NFL Network correspondent and mother of four **Melissa Stark**, features candid conversation and unique perspectives between football moms on youth sports and safety. Segments will include discussions on Heads Up Football, injuries and concussions, and dealing with coaches, among other topics.

Each ‘Huddle Up’ segment will be available for viewing on NFLhealthplaybook.com.

Featured guests include **Christine Golic**, an NFL consultant on youth football and a member of the Heads Up Football Advisory Committee, **Dr. Elizabeth Pieroth**, a neuropsychologist who specializes in head injuries for the Bears and other professional sports teams in Chicago, and **Stephanie Rivera**, former assistant coach for the WNBA’s Washington Mystics.

“It’s important to educate and empower moms with information about the sports their children participate in,” said Golic. “Heads Up Football is a great resource. The program informs parents about proper tackling techniques, equipment fitting and enhancements to the game, all of which are making the sport better and safer.”

Golic, wife of former NFL defensive lineman and current ESPN radio host **Mike Golic**, is an NFL consultant on youth football and on the advisory committee for Heads Up Football. She is the mother of two sons who played NCAA Division I football at the University of Notre Dame and a daughter who currently swims for the Fighting Irish.

Dr. Pieroth is a neuropsychologist and head injury/concussion specialist for the Bears, Northwestern University and other Chicago-area professional sports teams. She is one of the nation’s leading experts on concussions and a Board-certified neuropsychologist with NorthShore University HealthSystem. She is the mother of two sons who participate in multiple youth sports.

Rivera, wife of Carolina Panthers Head Coach **Ron Rivera**, has coached all levels of basketball — youth, high school, college and professional. She is the mother of two, including a daughter who played NCAA Division I softball at UCLA.

Heads Up Football encompasses USA Football’s accredited Level 1 Coach Certification Course, Centers for Disease Control and Prevention (CDC) concussion recognition and response, medical expert-approved heat and hydration protocols, equipment fitting instruction and Heads Up Tackling and Blocking techniques for safer play.

Approximately 6,500 youth football leagues and more than 1,100 high schools in all 50 states, representing more than 1 million players, have adopted Heads Up Football for the 2015 season. More than 140,000 coaches will complete USA Football’s Level 1 coaching education courses before the 2015 season kicks off.



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For more information on Heads Up Football, visit: usafootball.com/headsup.

NFL Preseason HQ airs Monday-Friday at 8:00 AM ET through Friday, September 4 on NFL Network. The two-hour *NFL Preseason HQ* is the ultimate destination for everything related to the NFL preseason, providing the latest preseason highlights, breaking news, developing stories and player injury updates. **Steve Weissman** hosts and is joined by a rotating roster of NFL Media talent, including analysts **Terrell Davis**, **LaVar Arrington** and **Daniel Jeremiah**, NFL Media Insider **Ian Rapoport**, Fantasy experts **Michael Fabiano** and **Elliot Harrison**, and host **Erin Coscarelli**.

During the NFL season, *NFL Total Access* airs Monday-Saturday at 7:00 PM ET with hosts **Dan Hellie** and **Amber Theoharis**, analysts **Willie McGinest** and **Heath Evans**, NFL Media Insider **Ian Rapoport** and several NFL Network reporters. The one-hour show provides the latest news and information from around the league, expert analysis, and interviews with players and coaches.

ABOUT NFL MEDIA

NFL Media is comprised of NFL Network, NFL Films, NFL.com, NFL Now, NFL Mobile from Verizon and *NFL RedZone*.

Seven days a week, 24 hours a day, 365 days a year, fans turn to NFL Network to receive information and insight straight from the field, team headquarters, league offices and everywhere the NFL is making news. Launched in 2003, NFL Network gives fans unprecedented year-round inside access to all NFL events, including the Super Bowl, Playoffs, regular season, preseason, Pro Bowl, Pro Football Hall of Fame induction weekend, NFL Draft, NFL Scouting Combine, Senior Bowl, league meetings, minicamps and training camps.

Currently in more than 72 million homes, NFL Network has carriage agreements with each of the country's largest television providers including Comcast, DirecTV, DISH Network, Cablevision, Cox, Charter, Time Warner Cable, Verizon FiOS and AT&T U-Verse.

For fans on the go, all NFL Network programming can also be streamed live on the NFL Mobile from Verizon app (NFL.com/mobile), the NFL app delivered on XBOX from Microsoft, and through Watch NFL Network (NFL.com/watch), with participating cable and satellite providers. For more information, log on to NFL.com/nflnetwork. NFL.com is the exclusive internet home of NFL Network.

NFL content has never been more popular across the media landscape. According to the Nielsen Company, the 2014 NFL regular season reached 202.3 million unique viewers, representing 80 percent of all television homes and 68 percent of potential viewers in the U.S. NFL games accounted for the top 20 and 45 of the 50 most-watched TV shows among all programming in 2014.

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