NFL celebrates 10 years of getting kids active and healthy through NFL Play 60

PLAY 60 Grants, In-School Programs, and Play Spaces Provide Foundation for Healthier and More Active Generation of Youth

NFL teams to host PLAY 60-themed games and community activities during Weeks 3 and 4

This fall, the NFL celebrates 10 years of getting kids active and healthy through NFL Play 60. As part of the celebrations, and as kids get back to sports, NFL teams will host PLAY 60-themed games and community activities during Weeks 3 and 4 of the 2017 season. From building fitness zones and playgrounds to hosting youth football clinics, NFL teams will help members of their community and children of all abilities get active for 60 minutes a day all year long.

“For the past decade, NFL Play 60 has been an important tool in ensuring that youth get the recommended amount of daily physical activity. It’s important that young fans understand the benefits of exercise and have the resources to build a foundation for a lifetime of good health,” said NFL Commissioner Roger Goodell. “We are proud of the achievements over the past decade and look forward to advancing progress through the implementation of innovative programs and new play spaces for youth in partnership with our teams, players and partner organizations.”

For ten years, PLAY 60 has brought together the NFL’s long-standing commitment to health and fitness with partner organizations to increase physical activity among youth. The campaign launched on October 9, 2007 at a playground build in New Orleans with Saints Quarterback and first PLAY 60 Ambassador Drew Brees and has since grown into a multi-platform initiative, engaging millions of kids every year. A recent study, conducted by The Cooper Institute, and published in the American Journal of Preventive Medicine, showed that PLAY 60 is having a positive impact – revealing improvements in aerobic capacity and body mass index in students in nearly 500 schools enrolled in PLAY 60 programming.

Since 2007, the NFL has committed more than $350 million to youth health and fitness through PLAY 60 programming, grants and media time for public service announcements. With the help of NFL teams, players and partner organizations, more than 2,000 PLAY 60 events are held annually, and more than 250 NFL Youth Fitness Zones have been constructed nationwide, providing millions of kids with access and resources to play. Thousands of NFL players have served as PLAY 60 Ambassadors and dedicate their time to getting youth in their communities more active through youth football clinics, school assemblies, PSAs and other community outreach activities.

Fans are encouraged to join the PLAY 60 celebration and show how they get active for 60 minutes a day using the hashtag #PLAY60 and tagging @NFLPLAY60 on Twitter for a chance to be featured on NFL.com/PLAY60.

Below is a snapshot of some of the ways the NFL and its partners are supporting PLAY 60 this season:
The NFL and American Heart Association, working together with Discovery Education, will host a free NFL PLAY 60 Challenge Virtual Experience for classrooms across the country on Tuesday, September 26 at 1 PM ET. Minnesota Vikings Defensive End EVERSON GRIFFEN and Tight End KYLE RUDOLPH, along with American Heart Association volunteer DR. COURTNEY BAECHLER, will lead a virtual class that will teach students the science behind a healthy heart and cardio exercises to help keep the heart strong. The Virtual Experience empowers teachers to promote physical activity and offers easy, accessible ways to get students active throughout the daily classroom routine. The NFL PLAY 60 Challenge Virtual Field Trip debuted live at Super Bowl LI in Houston in February, reaching more than 257,000 students nationwide. To register for the Virtual Experience, please visit: http://aha-nflplay60challenge.org/roadmap.

The Cooper Institute recently published results of the first longitudinal study to evaluate the impact of NFL PLAY 60 programming on youth aerobic capacity and body mass index. The study, published in the American Journal of Preventive Medicine, showed significantly higher annual improvements in aerobic capacity and body mass index for both girls and boys in schools that participated in NFL PLAY 60 programming compared to schools that did not. The results were derived through the NFL Play 60 FitnessGram project, a partnership between The Cooper Institute and the NFL Foundation. Nearly 500 schools from the 32 NFL markets voluntarily participated and completed FitnessGram assessments from 2011 – 2015.

The NFL PLAY 60 Super Bowl Contest presented by Danimals offers kids age 6-12 the chance to win the ULTIMATE Super Bowl gameday experience and serve as the official NFL PLAY 60 Ambassador with a commitment to getting active for 60 minutes a day. To enter the contest, parents can submit a 20-second video of their kids’ touchdown celebration dance online at NFLRUSH.com/superkid or on social media via Instagram and Twitter using #PLAY60Contest. The NFL PLAY 60 Super Kid will help kick off Super Bowl LII by handing the game ball to an official on the field at U.S. Bank Stadium in Minnesota on Feb. 4, 2018.

Fuel Up to Play 60, a leading in-school nutrition and physical activity program launched by the NFL and National Dairy Council, in collaboration with the USDA, is now implemented in 73,000 schools nationwide. As a result of the program, more than 16 million students are getting more physically active during the school day and more than 13 million students are making healthier food choices. For the fourth consecutive season, the NFL, through Fuel Up to Play 60, will provide a $10,000 Hometown Grant in all 32 markets via NFL teams to help local school districts or individual schools improve their nutrition and physical activity initiatives. Additionally, 4.3 million students in 4,700 schools nationwide have the opportunity to get active before, during and after-school through the NFL FLAG-In-Schools Program supported by the NFL Foundation and Fuel Up to Play 60. Fuel Up to Play 60 en español, an evolution of the national flagship program, is in its third year and encourages Spanish-speaking communities nationwide to live healthier lifestyles through good nutrition and physical activity.

The NFL and American Heart Association have engaged more than 4.5 million students in physical activity through the NFL PLAY 60 Challenge, an in-school curriculum designed to motivate students to achieve 60 minutes or more of physical activity before, during and after school. The program, which is funded by the NFL Foundation provides digital lesson plans and easy to use resources to help teachers integrate health and fitness into their daily classroom routines and has been implemented in nearly 120,000 classrooms nationwide. Visit http://webapps.heart.org/NFL to join the Challenge today.

This fall the NFL and American Heart Association will release updates to the NFL PLAY 60 App, available for iOS and Android devices. The free app allows young fans to get active and moving on the go – running, jumping twisting and turning to control their avatars onscreen. New updates include a physical activity-based augmented reality game and collectability features where users can add and train new players on their rosters and compete against their friends. To download the NFL PLAY 60 App, visit NFL.com/PLAY60.

At the 2017 Pro Bowl, the NFL announced an official partnership with Special Olympics, furthering the league’s commitment to provide opportunities for athletes of all abilities to get physically active and participate in sports. NFL Foundation funding supports the expansion of Special Olympics Unified Sports Flag Football, which builds inclusive communities by enabling people with and without intellectual disabilities to play on the same team. Grants will support local Special Olympics Programs in eleven states,
and with support from select NFL teams, including Massachusetts, New Jersey, North Carolina, Colorado, Northern California, Illinois, Pennsylvania, Kansas, Texas, Washington and Virginia.

- NFL PLAY 60 is the "Official Champion of Play" at St. Jude Children's Research Hospital®, which is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Since 2012, the NFL has raised more than $1 million for St. Jude through donations and the sale of items on NFL Auction to help patients and families cope with serious illnesses through play therapy and peer interaction. This partnership has given patients unique experiences at various NFL events, including the NFL Draft and NFL Scouting Combine through NFL Network’s Run Rich Run campaign, and raised support and awareness for the lifesaving mission of St. Jude: Finding cures. Saving children.®

- The NFL and Shriners Hospitals for Children® continue to provide opportunities for children with different physical abilities to live an active and healthy lifestyle so that no child is left on the sidelines. In 2015, the NFL teamed with Shriners Hospitals to create a free NFL PLAY 60 All-Ability Guide, which includes adaptive activities for children. The All-Ability guide is available at NFL.com/PLAY60. This year, the NFL and Shriners Hospitals will continue the NFL PLAY 60 All-Ability impact through PLAY 60 All-Ability clinics in select markets, including Tampa Bay, Florida; Mexico City, Mexico; Cincinnati, Ohio; Greenville, South Carolina; Houston, Texas; and culminate with an event in Minneapolis, Minnesota leading up to Super Bowl LII.

NFL teams help their communities ‘PLAY 60’ all year long. Beginning this weekend, NFL PLAY 60 games will feature:

- Team-customized PLAY 60 eye black for community groups;
- NFL PLAY 60 field stencils, banners and goal post wraps; and
- On-field recognition of NFL PLAY 60 youth ambassadors. Ambassadors were selected by each team for their commitment to being healthy through programs such as NFL FLAG powered by USA Football, the NFL-American Heart Association PLAY 60 Challenge and Fuel Up to Play 60.

Below is a look at how teams will celebrate PLAY 60 and youth health and wellness at upcoming home games. For more information about PLAY 60 or to see how current and former NFL players get active, visit NFL.com/PLAY60.

<table>
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<tr>
<th>Arizona Cardinals</th>
<th>At their PLAY 60 game on Oct. 1, the Cardinals will recognize local youth flag football players. Safety TYRANN MATHIEU surprised the youth players with the news at their practice on Sept. 18. Youth players will lead the team out of the tunnel during introductions, stand alongside the team for the National Anthem and serve as honorary captains for the game. In addition, two Fuel Up to Play 60 state ambassadors and eight students from a local Fuel Up to Play 60 school will take the field to be recognized. These eight students won the opportunity to attend the PLAY 60 game by participating in Fuel Up to Play 60’s Back to School contest.</th>
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<tr>
<td>Atlanta Falcons</td>
<td>The Atlanta Falcons will recognize PLAY 60 MVPs at their home game on Oct. 1. Additionally, Fuel Up to Play 60 student ambassadors from Georgia and Alabama will be honored on the American Family Insurance Village stage pregame. As part of the team’s PLAY 60 activities, Atlanta Falcons players will visit local FitnessGram partner schools. More than 150 students will get active and participate in different football stations led by Falcons players and staff. Falcons Alum TIM GREEN will team with current Falcons players to host a PLAY 60 READ 20, which will include a PLAY 60 camp followed by reading for 20 minutes with Tim and players.</td>
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<td>Baltimore Ravens</td>
<td>During pregame at their Oct. 1 game, the Baltimore Ravens will honor 12 selected PLAY 60 student representatives on-field. On Sept. 18, the Baltimore Ravens hosted 100 Special Olympians for a PLAY 60 All Abilities Football Clinic at their Under Armour Performance Center. On</td>
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Oct. 30, Baltimore County and Carroll County public schools will participate in the PLAY 60 Challenge. The top three performing schools from the counties will be awarded special assemblies with members of the Ravens family. In addition, top performing students will be invited to the team’s Spring Rewards Luncheon in the spring of 2018.

**Buffalo Bills**
At their PLAY 60 game on Sept. 24, the Bills will host 12 local elementary school students who participated in the Bills PLAY 60 Challenge and Fitness for Kids Challenge sponsored by Independent Health, the official health and wellness provider of the Buffalo Bills, and run in partnership with the Buffalo Niagara American Heart Association, and 12 student ambassadors from the Fuel Up to Play 60 program, sponsored by the American Dairy Association North East. The students will be recognized on-field prior to Bills player introductions. On Oct. 3, the Bills will kick off the start of the PLAY 60 Challenge and Fitness For Kids Challenge by visiting a local elementary school in Buffalo. The event will include a PLAY 60 pep rally for the school and PLAY 60 Physical Education class hosted by Bills players.

**Carolina Panthers**
At the Carolina Panthers PLAY 60 game on Sept. 24, more than 30 children will participate in the Panthers annual PLAY 60 Tunnel Run. Fuel Up to Play 60 Student Ambassador and Panthers super fan MALIYAH MORRISON will serve as the honorary “Keep Pounding” drummer at the Panthers PLAY 60 game on Sept. 24. Maliyah was selected for her leadership and commitment to living the PLAY 60 lifestyle and empowering fellow students to get more physically active and make healthier food choices through Fuel Up. In the week leading up to the game, the team is hosting numerous PLAY 60 events with the local community. On Monday, Sept 18, the team opened a PLAY 60 Playground at Reedy Creek Park in Charlotte, North Carolina, and on Tuesday, members of the team visited Cherokee County, South Carolina in honor of the Fuel Up to Play 60 Hometown Grant Program. On Thursday, the team will host a PLAY camp for local students in partnership with Alumni players.

**Chicago Bears**
On Sunday, Sept. 24, the Chicago Bears will host its PLAY 60 celebration game. Flag football teams from Grove Junior High in Elk Grove Village, IL and Holmes Junior High in Mount Prospect, IL, two Fuel Up to Play 60 Schools, will have a special pregame visit on-field to view player warm ups and then participate in a flag football demonstration at halftime of the Bears vs. Steelers game. Two Fuel Up to Play 60 state ambassadors will act as honorary captains for the coin toss. In addition, as part of the team’s PLAY 60 activities, the Chicago Bears Mini Monsters Clinic presented by Advocate Health Care will visit Moos Elementary and Cather Elementary in Chicago the week of Sept. 18 with former Chicago Bear GARRETT WOLFE. The Bears Mini Monsters Clinic is a free youth program that stresses the importance of healthy eating, physical activity and proper hydration through fun, non-contact football drills.

**Cincinnati Bengals**
At the Bengals PLAY 60 game on Sept. 14, youth involved with the Fuel Up to Play 60 program presented the game ball. Throughout Weeks 3 and 4, Bengals DE MICHAEL JOHNSON will visit local schools and speak about PLAY 60 and the importance of nutrition.

**Cleveland Browns**
During pregame at their Oct. 1 game, the Browns will recognize PLAY 60 Fall Challenge Student Ambassadors, selected for championing PLAY 60
at their schools. The Browns First and Ten Coin Toss Captain of the
Game will be a local Fuel Up to Play 60 student, championing a healthy
lifestyle at the school and with their classmates. Fuel Up to Play 60 will
activate on Dawg Pound Drive for fans to learn about how to get their kids
and schools involved. #give10. The Cleveland Browns Give Back are
celebrating PLAY 60 this fall with the launch of the Browns PLAY 60 Fall
Challenge, in partnership with the American Heart Association, to engage
schools, students and teachers to get active and log their minutes of
physical activity. On Tuesday, Sept. 26, the Browns and Fuel Up to Play
60 will award their $10,000 Hometown Grant to a local school in Maple
Heights outside of Cleveland, to further their PLAY 60 and nutritious
assets available for their students.

**Dallas Cowboys**

At the Cowboys PLAY 60 game on Oct. 1, the team will host kids from the
Gene & Jerry Jones Family Youth Education Town at the Salvation Army,
along with Fuel Up to Play 60 students from the Dallas metro area,
capping off the week-long celebration of youth health & wellness. For the
second year in a row, the Dallas Cowboys are celebrating PLAY 60 with a
week-long community celebration across Dallas, Arlington, and Frisco.
PLAY 60 Week 2017 will include NFL PLAY 60 Challenge, Fuel Up to Play
60, and Play 60/Read 20 programs for six days at schools throughout
Dallas-Fort Worth; as well as the after-school program at the Gene and
Jerry Jones Family Youth Education Town at the Salvation Army.

**Denver Broncos**

At their PLAY 60 game on Oct. 1, the Broncos will host members from
Boys & Girls Clubs of Metro Denver on-field for a pregame tribute.
Honorees will be selected based on their leadership and commitment to
the PLAY 60 Challenge. State ambassadors from participating Fuel Up to
Play 60 schools will join the kids on the field to highlight the collaborative
commitment to health and wellness. The Denver Broncos kicked off the
Fall NFL PLAY 60 Challenge by hosting Gatorade Jr. Training Camps at
two Boys & Girls Clubs of Metro Denver locations on Sept. 12 and 13. On
Oct. 9, the Broncos will invite more than 300 members from all branches
of the Boys & Girls Clubs of Metro Denver to the team’s UCHealth
Training Facility to celebrate kids who are excelling in the Fall NFL PLAY
60 Challenge with help from Broncos players, cheerleaders and Miles the
Mascot.

**Detroit Lions**

The Lions will host students from local Fuel Up to Play 60 schools at their
PLAY 60 game on Oct. 1. Students will be recognized on-field for their
commitment to youth health and wellness. On Sept. 19, the Lions hosted
their annual Meet Up and Eat Up event with 2nd & 3rd grade students
from the Academy of Americas, which featured “Feel the Orgullo”
activations. Lions’ National Hispanic Heritage winner, Rico Razo, made a
special presentation. At the event, Lions’ community partner, Playworks,
facilitated PLAY 60 activities and games. Students had the opportunity to
shop for nutritious food and vegetables that they learned about that day.

**Green Bay Packers**

At the Packers PLAY 60 game on Sept. 24, four Fuel Up to Play 60
Student Ambassadors will receive on-field recognition for their
commitment to spreading awareness about fitness and nutrition. The
students attend middle schools and high schools throughout the state of
Wisconsin.
| **Houston Texans** | The Houston Texans and Texas Children’s Hospital, the local presenting sponsor of PLAY 60, will host PLAY 60 Week leading up to the Texans Kids Day game on Sunday, Oct. 1. The game will feature TORO’s Kids Club members holding the flag, TORO’s Mascot Bowl at halftime, recognition of local Fuel Up to Play 60 students, and special giveaways for kids. PLAY 60 Week will kick off on Monday with PLAY 60 at the Park with fun-filled events such as games, a photo booth, face painting, and visits from a Texans player, Ambassador, TORO, and Texans Cheerleaders. Sports equipment donations will be accepted and donated to schools affected by Hurricane Harvey. On Tuesday, Texans head coach **BILL O’BRIEN** and the 2017 rookie class will host 100 athletes from the Special Olympics of Texas for a PLAY 60 clinic at NRG Stadium. On Wednesday, TORO and an Ambassador will present ‘Get Fit With TORO’ to an elementary school where they will teach kids about healthy eating and exercise, and on Thursday, TORO and a Fuel Up to Play 60 Texans Ambassador will visit a Fuel Up to Play 60 school On Friday, Texans Cheerleaders will visit patients at Texas Children’s Hospital for a fun pep rally to help them get ready for the game on Sunday celebrating PLAY 60. |
| **Indianapolis Colts** | At their PLAY 60 game on Sept. 24, the Colts will recognize local NFL PLAY 60 Challenge participants and students and staff representing Decatur Township Schools, recipients of the Colts Fuel Up to Play 60 Hometown Grant, on the field during the pregame. Earlier this month, the Colts celebrated the opening of a new fitness park on the city’s northwest side and constructed a community playground on the city’s southeast side. Throughout the month of September, the team is hosting several Colts Fit Camps at middle schools throughout Indiana, and team mascot, Blue, will help students “PLAY 60” at elementary schools through his “Be the Best You Can Be” program. |
| **Jacksonville Jaguars** | 1500 students from 30 local area schools enrolled in the NFL PLAY 60 Challenge and Fuel Up to Play 60 program attended the Jaguars PLAY game on Sept. 17. Four of the schools participated in a PLAY 60 Halftime Challenge, and the winning school received an additional $2,000 towards its Health and Wellness program. Jacksonville Jaguars Foundation, Baptist Health, Southeast Georgia Health System and the American Heart Association First Coast are partnering with local public schools to offer the NFL PLAY 60 Challenge program during the 2017-2018 school year. The goal of this program is to help make 6th grade students sharper in school through better physical fitness, good nutrition, and health awareness. Each school will receive a grant for up to $1,500 toward their schools’ Health and Wellness programs. The Jaguars have 60 schools currently participating in the NFL PLAY 60 Challenge program this school year. |
| **Kansas City Chiefs** | Joining with the Midwest Dairy Association’s Fuel Up to Play 60 program, the Chiefs will recognize 11 local Fuel Up to Play 60 Student Ambassadors at their PLAY 60 game on Oct. 2. Prior to the game, these students will participate in a special tailgate featuring healthy food options and visits by Chiefs Community Caring Team personalities, including alumni players. Each student will then participate in on-field pregame festivities as part of the Chiefs player introductions. Funds raised during the game’s 50/50 raffle will go towards local Fuel Up to Play 60 schools. |
On Oct. 3, the Chiefs Rookie Club, Chiefs Cheerleaders and KC Wolf host an inclusive PLAY 60 clinic for local YMCA Challenger participants.

**Los Angeles Chargers**

At the Chargers PLAY 60 game on Sunday Sept. 24, members of the Agoura-Oak Park Chargers Youth Football team will be recognized on-field during pregame. At halftime of the game, top high school quarterbacks from around the area will test accuracy in the Chargers High School Quarterback Skills Challenge. The Chargers kicked off PLAY 60 celebrations by hosting a Junior Chargers Training Camp on Tuesday, Sept. 19 with the entire Rookies Club at Highland Elementary in Inglewood.

**Los Angeles Rams**

At their PLAY 60 game on Dec. 10, the Rams will host 50-60 Special Olympics Southern California athletes for a pass, punt, and kick challenge, which will celebrate the top performers from all six of the FUNdamental football camps held during the fall. Since relocating to Los Angeles, the Rams have hosted numerous PLAY 60 Field Days for more than 2000 students and built a playground for two schools in need. The team will continue PLAY 60 efforts throughout the season with weekly visits to schools and community centers around the Los Angeles region.

**Miami Dolphins**

The Miami Dolphins will host their Play 60 game on Oct. 22 game against the New York Jets. PLAY 60 youth ambassadors will stand on the field and line up alongside players during the National Anthem at Hard Rock Stadium. On Saturday, Oct. 21, the team will host local student-athletes during practice. The program, initiated by Dolphins Head Coach ADAM GASE, will give student-athletes the unique opportunity to hear from Youth Programs Ambassador TWAN RUSSELL on work ethic, overcoming adversity, teamwork and physical/mental toughness. The student-athletes then will watch the Dolphins practice and meet with current players on the field.

**Minnesota Vikings**

The Minnesota Vikings will host their PLAY 60 game on Sept. 24 at U.S. Bank Stadium. On Tuesday, Sept. 26, Vikings’ DE EVERSON GRIFFEN and TE KYLE RUDOLPH will be featured as co-hosts of the NFL PLAY 60 Challenge Virtual Experience, streaming in classrooms nationwide. Griffen and Rudolph, along with American Heart Association volunteer DR. COURTNEY BAECHLER, will lead students through a 20-minute class with classroom-friendly cardio exercises and lessons on heart health.

**New England Patriots**

At the Patriots PLAY 60 game on Sept. 24, eleven students will take part in a special on-field pregame ceremony. The students were hand-selected from their school for showing a commitment to their school work, healthy eating and exercising for at least 60 minutes a day. The Patriots will also recognize Fuel Up to Play 60 student ambassadors nominated by the New England Dairy Council. Former Patriots players and cheerleaders surprised the student ambassadors with the news on Sept. 5 after the Kraft family and the Patriots Foundation presented a $10,000 Hometown Grant to the Elizabeth Baldwin Elementary School in Pawtucket, Rhode Island. The Patriots and the NFL also provided an additional $20,000 grant to support the school’s health and wellness initiatives.

**New Orleans Saints**

At the Saints PLAY 60 game on Sept. 17, a group of kids who participated in the Southeast United Dairy Industry Association’s Fuel Up to PLAY 60
program served as the game’s featured Tunnel Team during player introductions. In addition, Playworks’ Louisiana’s Junior Coaches and their families received tickets to the Sept. 17 game. As part of PLAY 60 celebrations, the Saints will host Play Football Experiences at ReNew Cultural Arts Academy (New Orleans), Faith Lutheran School (Harahan), & Harahan Elementary (Harahan).

| **New York Giants** | The Giants hosted 11 PLAY 60 Ambassadors at their home opener on Monday, Sept. 18. Seven of the ambassadors attend Thomas Jefferson Middle School in Teaneck, NJ, a school that the Giants adopted for the NFL PLAY 60 Challenge during the off-season. The team made four separate visits to the school during the months of April and May. The other four ambassadors were selected from Giants’ Fuel Up to Play 60 schools. Quarterback GENO SMITH, Wide Receiver TAVARRES KING and Wide Receiver ROGER LEWIS kicked off the Giants Play 60 efforts on Tuesday, Sept. 12, with a visit to North Arlington Middle School in North Arlington, NJ. Modell’s Sporting Goods made a $1,500 contribution of athletic equipment to the school. |
| **New York Jets** | As part of the Jets PLAY 60 Game Equipped by Modell's on Sept. 24, 11 sixth graders from Florham Park, Madison and Harding, N.J. will lead the Jets out of the tunnel during player introductions. Children were selected for their commitment and involvement in the American Heart Association's Jets PLAY 60 Challenge. Additionally, 20 students from 10 New Jersey schools will be honored on-field for their excellence in the Jets PLAY 60 Equipped by Modell's school program. Finally, through the team’s Fuel Up to Play 60 partnership, the American Dairy Association North East and Jets will present their $10,000 Hometown Grant to a school from Long Island. |
| **Oakland Raiders** | At their PLAY 60 game on Sept. 17, the Raiders invited boys and girls football teams from the East Bay Flag Football League to take part in the National Anthem ceremony on the field prior to kickoff. On Monday, Sept. 11, the Oakland Raiders teamed with the Oakland Police Activities League (PAL) and the Oakland Fire Department to host a PLAY 60 Junior Training Camp at Brookfield Elementary School in Oakland. PAL officers, firefighters and Raiders players led students through youth football drills and encouraged kids to be active for 60 minutes every day. |
| **Philadelphia Eagles** | The Eagles will invite more than 100 youth football players from the team’s Youth Football Partner of the year: Bux-Mont Pop Warner to play in a scrimmage during halftime of the team’s PLAY 60 game and home opener on September 24 against the Giants. Twelve additional youth football players to serve as our “Halftime High Fivers,” greeting the players as they exit the tunnel to begin the second half. On Monday, October 18, the Eagles will host Play 60 event with Eagles Care Partner, Dignity Housing, where participants will beatify and plant new trees and flowers at one of Dignity Housings homes. The Eagles will present also present Dignity Housing with a $5,000 Play 60 grant. |
| **Pittsburgh Steelers** | The Steelers hosted their PLAY 60 on Sept. 17 against the Vikings, where local Fuel Up to Play 60 students were recognized in the pre-game parade and participated in player introductions. |
| **San Francisco 49ers** | At their PLAY 60 game on Sept. 17, the San Francisco 49ers will host the Campbell Bears Pop Warner team. The team will be recognized on the field and stand on the home sideline with the 49ers during the National Anthem. As part of PLAY 60 celebrations, the 49ers youth football team will host six free youth football camps throughout the Bay Area. |
| **Seattle Seahawks** | During pregame at their PLAY 60 game on Oct. 1, the Seahawks will honor local 12 students from Fuel Up to Play 60 schools on-field and host four farmers from the Washington Dairy Fuel Up to Play 60 program on the sideline. |
| **Tampa Bay Buccaneers** | On Sunday, Oct. 1, the Tampa Bay Buccaneers will host a PLAY 60 celebration game. Local “Fuel Up to PLAY 60” Student Ambassadors from the Florida Dairy Council will participate in pre-game activities and serve as honorary guests of the game during the coin toss and honorary flag runners to lead the Buccaneers onto the field. During halftime, the Tampa Bay Buccaneers will host two youth football games on-field. |
| **Tennessee Titans** | On Sunday, Sept. 24, the Tennessee Titans will honor 14 children as the team’s PLAY 60 ambassadors. These children all participated in the Tennessee Titans Youth Football Camps this summer and were selected by their camp coaches and Titans Legends for the PLAY 60 Leadership Award. PLAY 60 Leadership Award recipients will receive game tickets and pregame field access where they will be recognized in stadium for their outstanding performance and achievement. Students from Southeast United Dairy Industry Association’s Fuel Up to Play 60 program will also be recognized. The Titans and Fuel Up to Play 60 will also present a $10,000 grant to a local school district as part of the Hometown Grants program. |
| **Washington Redskins** | The Washington Redskins will host their PLAY 60 game on Sept. 24 at FedEx Field against the Oakland Raiders. Students representing the Redskins FITT and Fuel Up to Play 60 programs will participate in the pregame fan tunnel experience in the end zone. At halftime, students from Leckie Education Campus in Washington, DC will participate in “Recess on the Field” with games and activities led by coaches from Playworks DC. The Washington Redskins Charitable Foundation will continue its commitment to youth health and wellness during the season and school year through PLAY 60 and the Foundation’s newest program, Redskins FITT. The Redskins FITT program, which will be active in more than 50 area middle schools this school year, provides middle school students with tools and information to build a personalized fitness plan and develop overall health and wellness goals. This season also marks the fifth year of the Charitable Foundation’s Salute to PLAY 60 Military Challenge for children of military families across the DC area. This event will take place on a local base and provide children the opportunity to get active through a variety of different activity stations including a PLAY 60 obstacle course, dance stations and more. |

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