

# Give Thanks Give Back



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## **NFL THANKSGIVING TRADITIONS INCLUDE DOUBLEHEADER, TOP PERFORMERS, AND FLOAT IN THE MACY'S THANKSGIVING DAY PARADE**

***Toni Braxton & Mariah Carey to Perform in Detroit;  
John Legend & Sheryl Crow in Dallas***

***Oscar-Winning Actor Morgan Freeman to Narrate Halftime Message***

***NFL Greats Marcus Allen, Ottis Anderson, Roger Craig, Franco Harris &  
Desmond Howard to Appear on Thanksgiving Float***

For millions of Americans, Thanksgiving Day traditions and family gatherings are inextricably linked to NFL football.

The traditional nationally-televised Thanksgiving Day games played Thursday, November 24 – Atlanta at Detroit (FOX, 12:30 PM ET) and Denver at Dallas (CBS, 4:15 PM ET) – will have special pregame and halftime entertainment.

In Detroit, **TONI BRAXTON** will sing the national anthem and **MARIAH CAREY** will perform in the United Way-themed halftime show. In Dallas, **JOHN LEGEND** will sing the national anthem and **SHERYL CROW** will perform at halftime in a Salvation Army-themed show. Both shows highlight the NFL tradition of community service.

To reinforce the community service message, 2005 Oscar-winning actor **MORGAN FREEMAN** will narrate a 90-second video as part of the halftime shows which will appear in stadium and on television. This NFL Films-produced piece features a montage of NFL players and others giving back to their communities and encouraging fans to join the team in volunteering and donating their time and money.

Last year's Bears-Cowboys Thanksgiving Day game was the most-watched regular season game of 2004 with 22.7 million viewers. Both of this season's Thanksgiving Day games will be watched by more than 20 million Americans and heard on the Westwood One Radio Network by nearly 15 million fans on more than 450 affiliates. The broadcast can be heard overseas and on ships at sea by more than 1 million men and women via the American Forces Radio Network.

Prior to the games on Thanksgiving morning, five former NFL stars will ride an NFL float in the Macy's Thanksgiving Day Parade (on NBC), which has been a holiday staple in New York for the past 78 years.

Featured on the float will be NFL greats **MARCUS ALLEN, OTTIS ANDERSON, ROGER CRAIG, FRANCO HARRIS** and **DESMOND HOWARD**.

The NFL float reflects on the history of NFL and community and looks ahead to Super Bowl XL. In addition, a family can win a trip to the parade on the NFL's "Join The Team" website ([www.jointheteam.com](http://www.jointheteam.com)). In the contest running under the NFL's "**Give Thanks, Give Back**" banner, families share their holiday season tradition of service with JoinTheTeam.com and its readers. The grand prize winner receives tickets to the parade, lunch in New York City, and NFL and Macy's merchandise.

The Detroit Lions have played more Thanksgiving Day games than any other NFL team (65) dating to 1934. The Chicago Bears won that first Thanksgiving Day classic, 19-16, with a national radio audience listening on 94 stations carrying the game coast to coast. The Dallas Cowboys began their Thanksgiving Day tradition in 1966 with a 26-14 win over the Cleveland Browns.

NFL games have been played annually on Thanksgiving since the 1934 Lions-Bears matchup, except from 1939-44, when the series was interrupted due to World War II.

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