



INFORMATION GUIDE

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BACK TO FOOTBALL

PACKERS & SAINTS KICK OFF SEASON ON THURSDAY, SEPTEMBER 8

It's time to get "Back to Football!"

The 2011 season begins with the NFL's annual Thursday primetime kickoff game. The opener on September 8 on NBC (8:30 PM ET) will feature the past two Super Bowl winners when the defending-champion Green Bay Packers welcome the New Orleans Saints to Lambeau Field.

Last season, the Packers defeated the Pittsburgh Steelers 31-25 in Super Bowl XLV to claim Green Bay's NFL-best 13th championship. The Saints capped the 2009 season by knocking off the Indianapolis Colts 31-17 in Super Bowl XLIV as New Orleans won its first Super Bowl title.

Continuing a tradition that started in 2004, the previous year's Super Bowl winner hosts the NFL Thursday night season kickoff contest the following September.

Prior to kickoff, fans will be able to witness an on-field celebration at Lambeau Field to honor the World Champion Packers as the NFL gets back to football. NBC begins its coverage of the moment along with a musical performance at 8:00 PM ET.



A rundown of NFL Thursday night season openers since 2002:

NFL KICKOFF WEEKEND THURSDAY OPENERS

DATE	SITE	RESULT (HOME TEAM IN CAPS)	RECAP
Sept. 5, 2002	Giants Stadium	San Francisco 16, NY GIANTS 13	San Francisco kicker Jose Cortez kicks a 36-yard field goal with six seconds remaining to lead the 49ers to victory in the NFL's first Thursday-night opener since 1949.
Sept. 4, 2003	FedExField	WASHINGTON 16, NY Jets 13	Washington kicker John Hall converts a game-winning 50-yard field goal with five seconds remaining to lift the Redskins past his former team.
Sept. 9, 2004	Gillette Stadium	NEW ENGLAND 27, Indianapolis 24	New England quarterback Tom Brady passes for 335 yards and three touchdowns as the defending Super Bowl champions defeat the Colts.
Sept. 8, 2005	Gillette Stadium	NEW ENGLAND 30, Oakland 20	New England quarterback Tom Brady leads the offense by throwing for 306 yards and two touchdowns while running back Corey Dillon adds two scores for the defending Super Bowl champions.
Sept. 7, 2006	Heinz Field	PITTSBURGH 28, Miami 17	Pittsburgh quarterback Charlie Batch passes for three touchdowns and running back Willie Parker adds 115 yards as the defending Super Bowl champions defeat Miami.
Sept. 6, 2007	RCA Dome	INDIANAPOLIS 41, New Orleans 10	The Super Bowl champion Colts rack up 452 yards of offense as quarterback Peyton Manning passes for 288 yards and three TDs.
Sept. 4, 2008	Giants Stadium	NY GIANTS 16, Washington 7	Quarterback Eli Manning scores a touchdown and the Giants' defense allows just 209 total yards as the defending Super Bowl champions defeat division-rival Washington.
Sept. 10, 2009	Heinz Field	PITTSBURGH 13, Tennessee 10 (OT)	Pittsburgh's Jeff Reed kicks a 33-yard game-winning field goal in overtime as the defending Super Bowl champions defeat Tennessee.
Sept. 9, 2010	Louisiana Superdome	NEW ORLEANS 14, Minnesota 9	New Orleans quarterback Drew Brees throws for 237 yards and a touchdown to lead the Saints past the Vikings in a rematch of the 2009 NFC Championship Game.

NFL KICKOFF 2011 SCHEDULE

THURSDAY, SUNDAY & MONDAY, SEPTEMBER 8, 11-12

(All times local)

New Orleans at Green Bay, 7:30 PM (Thurs., NBC)	Tennessee at Jacksonville, 1:00 PM
Detroit at Tampa Bay, 1:00 PM	Seattle at San Francisco, 1:15 PM
Atlanta at Chicago, 1:00 PM	Carolina at Arizona, 1:15 PM
Buffalo at Kansas City, 12:00 PM	Minnesota at San Diego, 1:15 PM
Indianapolis at Houston, 12:00 PM	NY Giants at Washington, 4:15 PM
Philadelphia at St. Louis, 12:00 PM	Dallas at NY Jets, 8:20 PM (NBC)
Pittsburgh at Baltimore, 1:00 PM	New England at Miami, 7:00 PM (Mon., ESPN)
Cincinnati at Cleveland, 1:00 PM	Oakland at Denver, 8:15 PM (Mon., ESPN)

KICKOFF WEEKEND

Since 1978 when the NFL went to the 16-game schedule, and excluding the abbreviated season of 1982, teams that are victorious on Kickoff Weekend are more than twice as likely to reach the playoffs than losers of an opening game:

Of the 474 teams which won openers...251 went to the playoffs (147 won division titles).

Of the 474 teams which lost openers...106 went to the playoffs (63 won division titles).

In 2010, eight of the 12 playoff teams – Baltimore, Chicago, Green Bay, Kansas City, New England, New Orleans, Pittsburgh, and Seattle – were victorious on Kickoff Weekend.

KICKOFF WEEKEND RECORDS OF NFL TEAMS

<u>AFC</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>Pct.</u>	<u>Longest Streaks</u>			<u>NFC</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>Pct.</u>	<u>Longest Streaks</u>		
					<u>Win</u>	<u>Loss</u>	<u>Current</u>						<u>Win</u>	<u>Loss</u>	<u>Current</u>
Denver	32	18	1	.637	4	4	L-1	Dallas	34	16	1	.677	17	5	L-1
Jacksonville	10	6	0	.625	6	3	W-1	N.Y. Giants	49	32	5	.599	4	3	W-3
San Diego	29	22	0	.569	6	6	L-1	Chicago	51	35	5	.588	9	6	W-1
Pittsburgh	40	32	4	.553	8	3	W-8	Green Bay	51	36	3	.583	5	6	W-4
Miami	24	20	1	.544	11	5	W-1	Minnesota	28	21	1	.570	5	3	L-1
Kansas City	27	24	0	.529	7	4	W-1	Atlanta	24	21	0	.533	5	3	L-1
New England	27	24	0	.529	7	3	W-7	Detroit	42	37	2	.531	10	4	L-3
Tennessee	27	24	0	.529	4	3	W-1	St. Louis	38	35	0	.521	5	6	L-4
Indianapolis	34	32	1	.515	8	8	L-1	San Francisco	31	29	1	.516	5	3	L-1
Oakland	24	27	0	.471	5	8	L-8	Washington	38	37	4	.506	6	5	W-1
Baltimore	7	8	0	.467	3	4	W-3	Arizona	36	52	2	.411	6	7	W-1
Cleveland	27	31	0	.466	5	6	L-6	Philadelphia	31	45	1	.409	5	9	L-1
Houston	4	5	0	.444	2	3	W-1	Tampa Bay	14	21	0	.400	3	5	W-1
Cincinnati	19	24	0	.442	4	4	L-3	Carolina	6	10	0	.375	3	4	L-2
N.Y. Jets	22	29	0	.431	3	5	L-1	Seattle	13	22	0	.371	3	8	W-2
Buffalo	20	31	0	.392	6	5	L-2	New Orleans	16	28	0	.364	3	6	W-3

KICKOFF WEEKEND RECORDS OF NFL HEAD COACHES

<u>AFC HEAD COACHES</u>			<u>NFC HEAD COACHES</u>		
<u>Team</u>	<u>Coach</u>	<u>W-L</u>	<u>Team</u>	<u>Coach</u>	<u>W-L</u>
Baltimore	John Harbaugh	3-0	Arizona	Ken Whisenhunt	2-2
Buffalo	Chan Gailey	2-1	Atlanta	Mike Smith	2-1
Cincinnati	Marvin Lewis	2-6	Carolina	Ron Rivera	0-0
Cleveland	Pat Shurmur	0-0	Chicago	Lovie Smith	3-4
Denver	John Fox	4-5	Dallas	Jason Garrett	0-0
Houston	Gary Kubiak	2-3	Detroit	Jim Schwartz	0-2
Indianapolis	Jim Caldwell	1-1	Green Bay	Mike McCarthy	4-1
Jacksonville	Jack Del Rio	4-4	Minnesota	Leslie Frazier	0-0
Kansas City	Todd Haley	1-1	New Orleans	Sean Payton	4-1
Miami	Tony Sparano	1-2	N.Y. Giants	Tom Coughlin	10-5
New England	Bill Belichick	10-6	Philadelphia	Andy Reid	5-7
N.Y. Jets	Rex Ryan	1-1	St. Louis	Steve Spagnuolo	0-2
Oakland	Hue Jackson	0-0	San Francisco	Jim Harbaugh	0-0
Pittsburgh	Mike Tomlin	4-0	Seattle	Pete Carroll	4-1
San Diego	Norv Turner	5-8	Tampa Bay	Raheem Morris	1-1
Tennessee	Mike Munchak	0-0	Washington	Mike Shanahan	13-4



NFL CONTINUES TO EMPHASIZE PLAYER HEALTH AND SAFETY

As part of its continued focus on player health and safety, the NFL this offseason adjusted key rules, introduced new sideline measures and continued research dedicated to improving helmet design.

During the NFL Scouting Combine in February, the NFL Head, Neck and Spine Committee presented its new sideline concussion protocol, which is aimed at assisting teams in diagnosing players with suspected head injuries during games. The protocol was presented by **DR. MARGOT PUTUKIAN**, chair of the Head, Neck and Spine Committee's Return-to-Play Subcommittee.

Developed in response to a team medical staff survey conducted last season, the new protocol combines a symptom checklist, a limited neurologic examination including a cognitive evaluation, and a balance assessment. It was developed by the NFL Head, Neck and Spine Committee, with input from the NFL Players Association and its medical advisors, NFL team physicians, athletic trainers and their professional societies, and other medical experts.

"This tool provides a standardized format for evaluating head injury that medical staffs can use on the sideline," says Dr. Putukian, who is also the head team physician for Princeton University, a past president of the American Medical Society for Sports Medicine and the physician representative of NCAA and the American College of Sports Medicine. "It incorporates the most important aspects of a focused exam, so that injury is identified, and athletes with concussion and more serious head and spine injury can be removed from play."

As part of the sideline protocol, players will be asked to complete tests like the following:

- They will be told three numbers, such as 4-9-3, and asked to repeat them in reverse order.
- They will be asked to stand with feet together, eyes closed, hands on hips and hold that position for 20 seconds.
- They will be told a list of words (such as elbow, apple, carpet, saddle and bubble) and asked to repeat them back in any order.
- They will be asked basic things like, "Who did we play last game?" and "What quarter is it?"

The focus on player safety continued with rules changes proposed by the NFL Competition Committee and ratified by the 32 NFL teams this offseason. In March, teams approved a rule change whereby the restraining line for the kicking team was moved from the 30 to the 35-yard line.

In addition, all kicking team players other than the kicker must be lined up no more than five yards behind their restraining line, eliminating the 15-20 yard running "head start" that had become customary for many players.

In May, teams also approved a new rule that will fine teams if their players are repeatedly disciplined by the league for improper hits. The rule will go into effect next season and is designed to ensure coaches educate their players in proper technique to avoid hits to the head and neck.

NFL Senior Vice President for Labor Policy **ADOLPHO BIRCH** described potential fines as "significant but reasonable."

Competition Committee Chair and Atlanta Falcons President **RICH MC KAY** views these rule changes as evidence of evolving mindsets on head injuries.

"I've seen a cultural shift, all for the better," says McKay. "I think the old mentality of, 'I'm tougher than that. I just got dinged, I can keep going,' I think we're starting to move past that."

To ensure that youth athletes are protected from head injury and treated appropriately when they are suspected of injury, NFL representatives, including former players, have advocated for passage of the Lystedt Law. The law is named for Zackery Lystedt who, in 2006, suffered a brain injury following his return to a middle school football game after sustaining a concussion. Zackery, his family and a broad range of medical, business and community partners lobbied the Washington state legislature for a law to protect young athletes in all sports from returning to play too soon after head injuries.

The Lystedt Law contains three essential elements:

- Athletes, parents and coaches must be educated about the dangers of concussions each year.
- If a young athlete is suspected of having a concussion, he/she must be removed from a game or practice and be prohibited from returning to play. When in doubt, sit them out.
- A licensed health care professional must deem the young athlete fit to return to play in the subsequent days or weeks.

As of July, 26 states (plus the city of Chicago) have adopted youth concussion laws. Four of these states have passed legislation and are awaiting respective governor's signatures.

"If I could tell youth athletes one thing, it would be to take care of your health," says Zackery, who recently graduated from high school and walked across the stage to receive his diploma. "It makes me feel proud when I hear about Lystedt Laws being passed in other states. Sharing my story is important. I don't want anyone else to live through what I've had to live through every day."

In June, the NCAA announced that it too is supporting the NFL in its advocacy efforts.

"We are working alongside NFL Commissioner **ROGER GOODELL** and the NFL to help protect young athletes at all levels of competition," says NCAA President **MARK EMMERT**.

Commissioner Goodell praised the NCAA's participation.

"We are pleased that the NCAA will support our campaign and add visibility to this issue not only with football but also with the other 22 NCAA sports for the benefit of young athletes and their families," says Goodell. "We have learned that while concussions certainly are a challenge in football that it is equally important that young athletes in many other sports be educated on this subject as well."

The focus on health and safety has spread beyond the playing field and into the virtual world, as video game developers are implementing new safety measures into gameplay. In April, EA Sports announced that in upcoming versions of their popular *Madden NFL 12* game, virtual players will be shown receiving concussions. When a player is concussed, he will be sidelined for the remainder of the game. In-game announcers will also refer to the importance of treating head injuries.

"If they can't play, they have to go through the same protocols (as the league), just to promote awareness," says **JOHN MADDEN**, who also serves as Co-Chair of the NFL Player Safety Panel. "It starts with young kids – they start in video games. I think the osmosis is if you get a concussion, that's a serious thing and you shouldn't play."

The health and safety of youth athletes is a priority for the NFL. Working with the Centers for Disease Control and Prevention (CDC) and USA Football, the sport's governing body on youth and amateur levels, NFL teams help youth and high school coaches learn the signs of head injury and understand the best methods of treatment and prevention. Coaches are also educated on the subject during the NFL-USA Football Youth Football Summit, which takes place in Canton, Ohio each year.

The CDC's *Heads Up: Concussion in Youth Sports* initiative offers information about concussions to coaches, parents, and athletes involved in youth sports. It provides tailored information on preventing, recognizing, and responding to a concussion for coaches, parents and youth athletes.

USA Football also works with the CDC, and leads another concussion-awareness campaign called *Put Pride Aside for Player Safety*. Through public service announcements and instructional videos, the initiative emphasizes the seriousness of head injuries and how damaging it can be to allow pride or bravado to guide decisions on when to remove a player suspected of injury from a game.

While medical professionals agree that helmets cannot fully protect against concussions, NFL researchers are among those exploring ways to use helmets as a means to provide important data on player health. **DR. KEVIN GUSKIEWICZ**, Director of Sports-Related Brain Injury Research at the University of North Carolina and a member of the NFL Head, Neck and Spine Committee, is testing helmet sensors – called accelerometers – to monitor the impact of hits to the head during games.

"The purpose is to find out in real time out on the field, as opposed to in a laboratory like we're doing here, what types of impacts players take," says Guskiewicz.

Guskiewicz, who heads up the NFL Head, Neck and Spine Committee's subcommittee on safety equipment, is also testing mouthguards with sensors for the same purposes.

The data provided by these sensors may one day help medical professionals understand why athletes respond differently to head impact.

"I don't think there's anything that will ever eliminate concussions," says **DR. RICHARD ELLENBOGEN**, Chairman of the Department of Neurological Surgery at the University of Washington School of Medicine Department and Co-Chair of the NFL Head, Neck and Spine Committee. "But I'd like to see them go as low to zero as we possibly can."

For more information, visit <http://nflhealthandsafety.com>.

NEW NFL RULES FOR 2011

A number of playing-rules changes were approved by NFL clubs during the spring.

The focus of those changes was enhancing player safety.

"We want to make the game safer both for the player being tackled and the player making the tackle," says NFL Executive Vice President of Football Operations **RAY ANDERSON** (right). "We have no higher priority than player safety."



The 2011 changes:

- **UNNECESSARY ROUGHNESS:** Three adjustments were made to the unnecessary roughness rule in the interests of player safety and competitive fairness:
 - Existing unnecessary roughness rules have been standardized and protection for defenseless players has been expanded, including additional safeguards for defenseless receivers, players who receive "blindside" blocks and quarterbacks, kickers and punters on changes of possession. All unnecessary roughness violations result in a 15-yard penalty.
 - Illegal "launching," which has been defined as a player leaving both feet prior to contact to spring forward and upward into an opponent and delivering a blow with any part of the helmet, has been prohibited. "Our intent with launching was trying to make a uniform rule that applied everywhere on the field to every player," says NFL Competition Committee Chair and Atlanta Falcons President **RICH MC KAY**.
 - Roughing the passer rules have been clarified so hits to the head of a passer by an opponent's hands, arms, or other parts of the body will not result in fouls unless they are forcible blows.
- **KICKOFFS:** Due to an increasing number of injuries on kickoffs, several rules have been changed to make those plays safer for both the kicking and receiving teams. The kicking team's restraining line has been moved to its own 35-yard line. The kicking team formation for kickoffs has also been adjusted so all players other than the kicker must be lined up no more than five yards behind their restraining line. Illegal formation violations result in a five-yard penalty.
- **INSTANT REPLAY:** Two adjustments were made to instant replay procedures in the interest of competitive fairness:
 - The replay official will now initiate reviews of all scoring plays throughout the game from the booth, allowing confirmation of all scoring plays and providing more flexibility to coaches in the use of their challenges. "This proposal is what I would call a modernization of instant replay," says McKay.
 - Teams will now be penalized 15 yards for initiating a challenge after a foul that prevents the next snap. This prevents a team from challenging the previous play if it commits a pre-snap foul.
- **DEAD BALL PERSONAL FOULS:** Dead ball personal fouls by either team at the end of a half will now be enforced on the ensuing kickoff of the third quarter, eliminating the extension of a half after a five- or 15-yard penalty enforcement that includes a dead ball personal foul against the defense. This ensures consistent enforcement for all dead-ball personal fouls on both the offense and defense in these situations.
- **PLAYING FIELD COLOR:** Absent prior approval from NFL, the surface of the entire field must be a league-approved shade of green, preserving the uniform appearance of all NFL games.

There will also be **points of emphasis** on several existing rules this season (although the rules themselves have not changed):

- All rules that encourage **player safety** will continue to be strictly enforced, including runners grasping the facemask of defensive players, horse-collar tackles, chop blocks and clipping. The focus will be on eliminating these tactics from the game.
- The rules pertaining to what constitutes a **completed catch** were reviewed by the Competition Committee and language was added to the rulebook to further clarify the guidelines. In order to complete a catch, a player must first have a firm grip and control of the ball, then two feet or some other part of his body other than his hands on the ground. After these first two requirements have been met, he must maintain control of the ball long enough to perform an act common to the game (e.g. being able to pitch, pass, or advance the ball). It is not necessary for the player to commit one of those acts, provided he maintains control of the ball long enough to do so. The committee also confirmed the traditional standard that if a player is going to the ground in the process of making a catch, he must maintain control throughout the entire process of contacting the ground.



2011 KICKOFF WEEKEND NOTES

It's time to get "Back to Football."

Kickoff Weekend begins on Thursday, September 8 in primetime on NBC when the defending-champion Green Bay Packers welcome the Super Bowl XLIV-champion New Orleans Saints to Lambeau Field. It's when things start to count.

Some clubs have excelled in openers. Here is a sampling of notable active NFL Kickoff streaks:



- The Super Bowl champion **GREEN BAY PACKERS**, who host New Orleans in the spotlight Kickoff 2011 game on Thursday night, have 51 wins on Kickoff Weekend, tied with Chicago for the most in league history. The Packers have 48 wins in home openers, tied with Detroit and the New York Giants for the second-most in NFL annals. Green Bay travels to Carolina in Week 2 and has 52 wins in road openers, the most in league history. The Packers are 52-36-2 (.591) in road openers, the third-best mark in the NFL, and have won five consecutive road openers, the longest active streak in the league.

- The **CHICAGO BEARS**, who host Atlanta on Kickoff Weekend, have 62 wins in home openers, the most in NFL history. The Bears are 62-25-4 (.713) in openers at home, the best mark in the NFC. Chicago has 51 wins on Kickoff Weekend, tied with Green Bay for the most in league history. The Bears, who visit New Orleans in Week 2, have 43 wins in road openers, the third-most in NFL annals.



- The **NEW YORK GIANTS**, who open the season at Washington, have 49 wins in openers, the third-most in NFL history. The Giants have 48 wins in road openers, the second-most in NFL history, and New York's 48-33-5 (.593) mark in road openers is the second-best in the league. The Giants will host St. Louis on Monday night in Week 2. New York has 48 wins in home openers, tied with Detroit and Green Bay for the second-most in NFL history.

- The **PITTSBURGH STEELERS**, who travel to Baltimore on Kickoff Weekend, have won 40 openers, the most among AFC teams. The Steelers have won eight consecutive openers, the longest current streak in the NFL. Pittsburgh, which hosts Seattle in Week 2, has won eight consecutive home openers, the third-longest active streak in the league.



- The **DALLAS COWBOYS** own a 34-16-1 (.677) record on Kickoff Weekend, the top mark in the NFL, including wins in a record 17 consecutive openers from 1965-81. The Cowboys, who open the season at the New York Jets on Sunday night, have the league's best record in road openers at 32-19 (.627). In Week 3, Dallas will host Washington on Monday night and the Cowboys are 34-16-1 (.680) in home openers, the second-best mark among NFC teams.

- The **DENVER BRONCOS**, who open the season hosting Oakland on Monday night, have won 16 of their past 22 openers and are 32-18-1 (.637) on Kickoff Weekend, the best mark in the AFC. The Broncos have won 11 consecutive home openers overall, the longest current streak in the NFL. Denver is 38-12-1 (.760) in home openers, the best mark in the league.



- The **NEW ENGLAND PATRIOTS** have won 14 of their past 16 home openers, including a perfect 9-0 record at Gillette Stadium. The Patriots host San Diego in Week 2 and aim for their 10th consecutive win in a home opener. New England opens the season in Miami on Monday night and has won seven consecutive openers overall, the second-longest active streak.

- The **INDIANAPOLIS COLTS**, who visit Houston on Kickoff Weekend, have won nine of their past 12 openers. Indianapolis has 34 wins in road openers, the most among AFC teams. The Colts host Cleveland in Week 2 and have won seven of their past eight home openers.



- The **MIAMI DOLPHINS**, who host New England on Monday night, are 31-13-1 (.705) in home openers, the third-best mark in the NFL. Miami travels to Cleveland in Week 3 and has a 23-21-1 (.523) record in road openers, the best among AFC teams.

- The **OAKLAND RAIDERS** host the New York Jets in Week 3 and are 35-15-1 (.696) in home openers, the third-best mark among AFC teams.



- The **ARIZONA CARDINALS** host Carolina on Kickoff Weekend, just the fourth time in the past 24 years the club has started the year at home.

- The **NEW YORK JETS** open the season at home on Sunday night against Dallas, marking just the 14th time in the past 52 openers the Jets have started the year at home.



- HOME SWEET HOME:** The **DETROIT LIONS**, who host Kansas City in Week 2, have 48 wins in home openers, tied for the second-most in NFL history with Green Bay and the New York Giants...the **KANSAS CITY CHIEFS**, who open the season at home against Buffalo, have won 15 of their past 22 home openers...the **MINNESOTA VIKINGS**, who host Tampa Bay in Week 2, have won 18 of their past 24 openers at home...the **ST. LOUIS RAMS**, who host Philadelphia on Kickoff Weekend, have won 10 of their past 16 openers in St. Louis...the **SAN DIEGO CHARGERS**, who host Minnesota to start the season, have won 11 of their past 18 openers at home...the **SAN FRANCISCO 49ERS**, who host Seattle on Kickoff Weekend, have won 13 of their past 18 home openers... and the **SEATTLE SEAHAWKS**, who host Arizona in Week 3, have won seven of their past eight home openers.
- HEAD COACHES:** Washington's **MIKE SHANAHAN** is 13-4 (.765) on Kickoff Weekend and his 13 wins are the most among active head coaches...the New York Giants' **TOM COUGHLIN** (10-5, .667) and New England's **BILL BELICHICK** (10-6, .625) are tied for second among active head coaches with 10 wins on Kickoff Weekend...the opener between AFC North rivals Pittsburgh and Baltimore will feature two undefeated coaches on Kickoff Weekend: the Steelers' **MIKE TOMLIN** is 4-0 and the Ravens' **JOHN HARBAUGH** is 3-0...and the spotlight 2011 Kickoff game on Thursday night features two head coaches with success in openers: **MIKE MC CARTHY** of the Super Bowl champion Green Bay Packers and **SEAN PAYTON** of the New Orleans Saints are both 4-1 (.800) on Kickoff Weekend. McCarthy has won four openers in a row while Payton has been victorious in three consecutive games on Kickoff Weekend.



HEADLINE GAMES

"In the NFL," says head coach **KEN WHISENHUNT** (right) of the Arizona Cardinals, "every game is important."



With only 16 games per team, he's right that every game is important. It's just that, some weeks, some games seem to be even *more* important!

Following is a 2011 Weeks 1-17 list of "Headline Games," but far from the only ones:

Week 1	New Orleans at Green Bay	Thursday-night opener showcases past two Super Bowl champions.
Week 2	Philadelphia at Atlanta	Two of NFC's best meet. In 2010, Falcons won South and Eagles captured East.
Week 3	Pittsburgh at Indianapolis	Past two AFC champions face one another in primetime.
Week 4	NY Jets at Baltimore	Rex Ryan returns to Baltimore as two 2010 playoff teams meet on Sunday night.
Week 5	New Orleans at Carolina	Game features 2010 (Cam Newton) & 2009 (Mark Ingram) Heisman winners.
Week 6	Dallas at New England	Jason Garrett leads the Cowboys into Gillette Stadium to face the Patriots.
Week 7	Chicago at Tampa Bay	London's Wembley Stadium hosts NFL's fifth regular-season game overseas.
Week 8	Washington at Buffalo	Bills host Redskins in fourth regular-season game at Toronto's Rogers Centre.
Week 9	Baltimore at Pittsburgh	AFC North rivals and 2010 playoff teams meet on Sunday night.
Week 10	St. Louis at Cleveland	New Browns head coach Pat Shurmur faces former team for first time.
Week 11	Kansas City at New England	Two 2010 division winners face one another on Monday night.
Week 12	GB at Det/Mia at Dal/SF at Bal	Thanksgiving triple-header! Turkey and football – does it get any better?
Week 13	Philadelphia at Seattle	Week 13 starts on Thursday night with two 2010 division winners.
Week 14	Indianapolis at Baltimore	Preview of playoff matchup? Two of the AFC's best meet late in the season.
Week 15	Washington at NY Giants	Late-season contest between NFC East rivals with possible playoff spot at stake.
Week 16	Chicago at Green Bay	Division rivals face one another on Christmas night.
Week 17	16 Division Matchups	Final weekend features all division games with playoff berths on the line!

NFL RATCHETS UP THE EXCITEMENT...HOPE IS ALIVE!

The 2010 season was full of excitement, but that should be no surprise. Unpredictability is the norm in today's NFL.

Scoring at a 45-year high...passing records falling...record-breaking streaks continuing (and ending)...new teams making the playoffs and winning divisions...consistent teams excelling once again...young (and, in some cases, undrafted) players making their mark...and so much more!

"Every week stands on its own. Every game is tough. Every team can beat any other team," says Baltimore Ravens head coach **JOHN HARBAUGH**. "You've always got to be on top of your game. You've got to play well to win."

The NFL is never short on surprises, and the 2010 season was no different.

A record 11,283 points were scored, with games averaging 44.07 points, the highest average in 45 seasons (46.12 in 1965). In all, 1,270 total touchdowns were scored, tying the league-wide record set in 2002.

A record-tying 13 teams won at least 10 games – New England (14), Atlanta (13), Baltimore (12), Pittsburgh (12), Chicago (11), New Orleans (11), N.Y. Jets (11), Green Bay (10), Indianapolis (10), Kansas City (10), N.Y. Giants (10), Philadelphia (10) and Tampa Bay (10). Thirteen teams also did so in 2003 and 2005.

The 2011 season promises more of the same. Every team enters the new year with hope!

Last season, five teams – Atlanta, Chicago, Kansas City, Pittsburgh and Seattle – made the playoffs that were not in the postseason the year before. It marked the 15th consecutive season in which at least five teams (out of 12) accomplished the feat.

SEASON PLAYOFF TEAMS NOT IN PREVIOUS SEASON'S PLAYOFFS

1996	5 (Carolina, Denver, Jacksonville, Minnesota, New England)
1997	5 (Detroit, Kansas City, Miami, New York Giants, Tampa Bay)
1998	5 (Arizona, Atlanta, Buffalo, Dallas, New York Jets)
1999	7 (Detroit, Indianapolis, St. Louis, Seattle, Tampa Bay, Tennessee, Washington)
2000	6 (Baltimore, Denver, New Orleans, New York Giants, Oakland, Philadelphia)
2001	6 (Chicago, Green Bay, New England, New York Jets, Pittsburgh, San Francisco)
2002	5 (Atlanta, Cleveland, Indianapolis, New York Giants, Tennessee)
2003	8 (Baltimore, Carolina, Dallas, Denver, Kansas City, New England, St. Louis, Seattle)
2004	5 (Atlanta, Minnesota, New York Jets, Pittsburgh, San Diego)
2005	7 (Carolina, Chicago, Cincinnati, Jacksonville, New York Giants, Tampa Bay, Washington)
2006	7 (Baltimore, Dallas, Kansas City, New Orleans, New York Jets, Philadelphia, San Diego)
2007	6 (Green Bay, Jacksonville, Pittsburgh, Tampa Bay, Tennessee, Washington)
2008	7 (Arizona, Atlanta, Baltimore, Carolina, Miami, Minnesota, Philadelphia)
2009	6 (Cincinnati, Dallas, Green Bay, New England, New Orleans, New York Jets)
2010	5 (Atlanta, Chicago, Kansas City, Pittsburgh, Seattle)

Kansas City rebounded to win the AFC West after a last-place finish in 2009. This marked the NFL-record eighth consecutive season that a team went from "worst-to-first" in its division. Of the 33 teams to go from "worst-to-first" in NFL annals, 16 of them have done so since 2000.

THE NFL IS SO UNPREDICTABLE THAT IN 2010...

Nothing exhibits the unpredictability of the NFL more than the tightness of NFL games:

- "A lot of real close, competitive games come down to the last possession, the last play or one key play right at the end of the game," says New England Patriots head coach **BILL BELICHICK**. "The league is very competitive all the way across the board."

Games continued to be ***thisclose***. Nearly 67% were within one score in the fourth quarter:

GAMES DECIDED BY ONE SCORE			GAMES WITHIN ONE SCORE AT ANY POINT IN 4TH QUARTER		
POINTS	GAMES	PCT.	POINTS	GAMES	PCT.
8 or Fewer	130 of 256	50.8%	8 or Fewer	171 of 256	66.8%
7 or Fewer	121 of 256	47.3%	7 or Fewer	166 of 256	64.8%
3 or Fewer	65 of 256	25.4%	3 or Fewer	123 of 256	48.0%

- There were six new division winners in 2010 – Atlanta, Chicago, Kansas City, Philadelphia, Pittsburgh and Seattle – tied for the most such clubs since realignment in 2002.

Three teams – Tampa Bay (seven-game improvement), Kansas City (six) and St. Louis (six) – combined for a 19-game improvement from 2009 to 2010.

NFL REMEMBERS SEPTEMBER 11TH

As the country turns its attention back to football, the NFL and its fans will take time to remember the tragic events that occurred on September 11, 2001. The first Sunday of the 2011 NFL season falls on the 10th anniversary of that day.

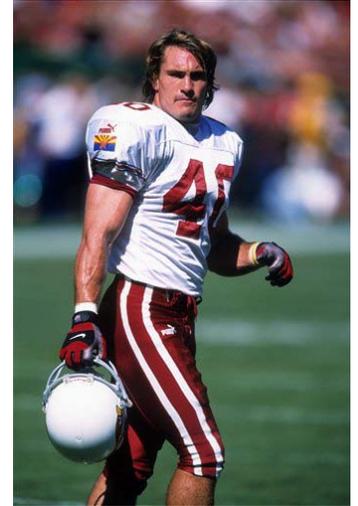
The games and broadcasts on that opening Sunday will pay tribute to those who lost their lives, honor the families who lost loved ones, and salute the American spirit, the early responders on 9/11, and everyday heroes.

The schedule of games for that day was designed to appropriately commemorate 9/11 on a national level and what it represents to Americans.

Eight games will kick off at 1:00 PM ET, including the Pittsburgh Steelers, who play approximately 80 miles from Shanksville, PA, visiting the Baltimore Ravens (CBS).

The 4:15 PM ET window of four games includes the Washington Redskins hosting the New York Giants (FOX) and the late **PAT TILLMAN's** (right) former team, the Arizona Cardinals, hosting the Carolina Panthers (FOX).

To end the day, the Dallas Cowboys visit the New York Jets on *Sunday Night Football* (NBC, 8:20 PM ET).



There will be special pregame moments in stadium and on air before all 13 games on Sunday, September 11.

2011 NFL STRENGTH OF SCHEDULE

<u>Team</u>	<u>Opponents' 2010 Pct. & Record</u>				<u>Games vs. teams .500 or better</u>	<u>Games vs. playoff teams</u>
Carolina Panthers	.555	142	114	0	10	7
Buffalo Bills	.535	137	119	0	9	6
Denver Broncos	.520	133	123	0	10	6
Detroit Lions	.520	133	123	0	10	7
Indianapolis Colts	.520	133	123	0	9	6
Jacksonville Jaguars	.520	133	123	0	9	7
Kansas City Chiefs	.520	133	123	0	10	6
New York Jets	.520	133	123	0	9	5
San Diego Chargers	.520	133	123	0	10	7
Houston Texans	.516	132	124	0	10	6
Miami Dolphins	.516	132	124	0	9	6
Minnesota Vikings	.516	132	124	0	10	7
Green Bay Packers	.508	130	126	0	9	5
New Orleans Saints	.508	130	126	0	9	5
Dallas Cowboys	.504	129	127	0	7	5
New England Patriots	.504	129	127	0	9	6
Philadelphia Eagles	.504	129	127	0	6	5
Chicago Bears	.500	128	128	0	9	7
Tampa Bay Buccaneers	.496	127	129	0	8	7
Atlanta Falcons	.492	126	130	0	9	7
Cleveland Browns	.492	126	130	0	7	6
Oakland Raiders	.492	126	130	0	8	6
New York Giants	.492	126	130	0	6	7
Seattle Seahawks	.488	125	131	0	6	5
Tennessee Titans	.488	125	131	0	9	6
St. Louis Rams	.477	122	134	0	6	7
Cincinnati Bengals	.473	121	135	0	6	6
Pittsburgh Steelers	.473	121	135	0	6	6
Washington Redskins	.473	121	135	0	6	5
San Francisco 49ers	.465	119	137	0	5	5
Baltimore Ravens	.457	117	139	0	6	5
Arizona Cardinals	.441	113	143	0	4	5

BACK TO FOOTBALL FRIDAY

2011 will mark the second year that the NFL is teaming up with United Way for **BACK TO FOOTBALL FRIDAY**, a campaign to make youth health and wellness a nationwide priority. On the Friday before the start of the NFL season, in every city and small town across the country, passion for NFL football teams will be on full display. Students will be showcasing their passion for their favorite NFL team on their sleeves and in their schools. In office buildings and local stores across the country, employees will get ready for the first weekend of NFL games by wearing their team's gear – filled with hope and plenty of debate. Individuals can also support the campaign by donating \$5 to United Way health programs and then wearing their favorite football gear to work or hosting a celebration of their own with friends and family. The goal of Back to Football Friday is to raise excitement about the start of the NFL season, while shedding light on the importance of youth health and wellness – the focus of the league's NFL PLAY 60 campaign.

Elementary and middle schools across the country will be encouraged to display their passion for their local NFL team by having students and teachers wear their jerseys, NFL gear or team colors and by creating visible displays of support across the school. Schools can then submit pictures and their Back to Football Friday experience on NFLRUSH.com. In each NFL market and in two non-NFL markets, one school will be chosen based on their creativity and passion. Those 34 schools will be named NFL PLAY 60 Super Schools and will receive a \$10,000 grant to support new physical education equipment and resources in their school, as well as a special visit from the NFL.



Companies, offices and individuals can also show their passion for their favorite team and visit www.backtofootball.org to be eligible for great NFL prizes, including an office cubicle makeover, gift cards to NFLSHOP.com and even a pair of Super Bowl tickets. The site will also feature an interactive United Way super fan dance – a personalized, virtual “touchdown dance” that can be posted on any fans’ Facebook page or sent via Twitter.

Back to Football Friday is just one way that NFL PLAY 60 will come to life this year. As the league's primary social responsibility campaign, NFL PLAY 60 brings together the league's long-standing commitment to health and fitness with an impressive roster of organizations that will continue to partner with the league in 2011: Action for Healthy Kids, Ad Council, American Heart Association, ESPN, KaBOOM!, National Dairy Council, Cartoon Network, The Cooper Institute, Under Armour, United Way and many others. In addition to national PSAs and online programs, NFL PLAY 60 also will be implemented locally as part of the NFL's in-school, after-school and team-based programs.



“We are taking a leadership role in the movement to get youngsters fit,” says NFL Commissioner **ROGER GOODSELL** (left). “Our players know the importance of staying healthy and it's important that young fans also understand the value of exercise. NFL PLAY 60 is an important tool in ensuring that children get their necessary daily physical activity as recommended by health and fitness experts.”

NFL PLAY 60 is the league's main corporate social responsibility platform under which several youth health and fitness initiatives fall. Here is a look at some of the league's efforts in that area:

PROGRAM	DESCRIPTION
Back to Football Friday	A day to showcase NFL team passion and the league's commitment to youth health and wellness
PLAY 60 Challenge	In-school curriculum of NFL PLAY 60
NFL Mini ReCharge	Fitness circuit equipment used for elementary school kids
NFL PLAY 60 FITNESSGRAM	Health and fitness assessment tool for schools nationwide
NFL Flag Football	Youth football league for boys and girls ages 5-17
Punt, Pass & Kick	National skills competition for boys and girls ages 8-15
Youth Fitness Zones	Playgrounds, gyms and other places for kids to be active
Hometown Huddle	Annual league-wide day of service (October 18)
Keep Gym in School	Delivers physical education opportunities to in-need schools
Fuel Up to PLAY 60	School-based youth teams aimed at getting schools healthy

BACK TO FOOTBALL



DIVISION TITLES? UP FOR GRABS!

Unpredictable NFL? It sure seems that way!

In the nine seasons since realignment in 2002, 29 of the 32 NFL teams have qualified for the playoffs at least once. In that time, 26 different teams have won division titles.

“What makes the NFL unique is that every market has an opportunity,” says NFL Commissioner **ROGER GOODELL**. “You have seen it in the last two Super Bowls – all four teams are small markets. They had the chance to compete.”

The teams that have won their divisions and qualified for the playoffs in the nine seasons since realignment in 2002:

<u>TEAM</u>	<u>PLAYOFF BERTHS</u>	<u>DIVISION TITLES</u>
Indianapolis	9	7
New England	7	7
Philadelphia	7	5
Green Bay	6	4
Pittsburgh	6	5
Seattle	6	5
Baltimore	5	2
New York Giants	5	2
New York Jets	5	1
San Diego	5	5
Atlanta	4	2
Dallas	4	2
Tennessee	4	2
Carolina	3	2
Chicago	3	3
Denver	3	1
Kansas City	3	2
Minnesota	3	2
New Orleans	3	2
Tampa Bay	3	3
Arizona	2	2
Cincinnati	2	2
Jacksonville	2	0
St. Louis	2	1
Washington	2	0
Cleveland	1	0
Miami	1	1
Oakland	1	1
San Francisco	1	1



NEW LEADERSHIP ATOP DIVISIONS: In 2010, there were six new division winners – Atlanta, Chicago, Kansas City, Philadelphia, Pittsburgh and Seattle – which tied for the most such clubs since realignment in 2002.

“The guaranteed way to get into the playoffs is to win your division, so that’s what we’re playing the games for,” said Chiefs head coach **TODD HALEY** after clinching the AFC West title last year.

	AFC EAST	AFC NORTH	AFC SOUTH	AFC WEST	NFC EAST	NFC NORTH	NFC SOUTH	NFC WEST
2009	New England	Cincinnati	Indianapolis	San Diego	Dallas	Minnesota	New Orleans	Arizona
2010	New England	Pittsburgh	Indianapolis	Kansas City	Philadelphia	Chicago	Atlanta	Seattle



FROM WORST TO FIRST

Competitive balance in the NFL provides hope to all as each team has a chance to finish atop the standings no matter its record the previous year. For an NFL-record eighth consecutive season, at least one team has finished in first place in its division the season after finishing in last place. In fact, of the 33 teams in league history to go from “worst-to-first,” 15 of them have done so in the past 10 years (2001-10), including an NFL-record three such teams in 2006.



Kansas City improved its 2009 record (4-12) by six wins to claim the 2010 AFC West title at 10-6, sparked by a 7-1 mark at Arrowhead Stadium. The Chiefs, who went from “worst-to-first” in 2003, joined the Tampa Bay Buccaneers (2005, 2007) and the New Orleans Saints (2006, 2009) as the only teams to accomplish the feat twice since realignment in 2002.

“You set your expectations high and you work hard and you push people to their limits,” said Chiefs head coach **TODD HALEY** (left) after clinching the division crown in his second season at the helm. “Through experience, I have learned that you can get things going at least in the right direction. For us to get to this spot, this quick, is really great.”

The teams to go from “worst-to-first” in their division since 2001:

SEASON	TEAM	RECORD	PRIOR SEASON RECORD
2001	Chicago	13-3	5-11
2001	New England**	11-5	5-11
2003	Carolina	11-5	7-9
2003	Kansas City	13-3	8-8*
2004	Atlanta	11-5	5-11
2004	San Diego	12-4	4-12*
2005	Chicago	11-5	5-11
2005	Tampa Bay	11-5	5-11
2006	Baltimore	13-3	6-10*
2006	New Orleans	10-6	3-13
2006	Philadelphia	10-6	6-10
2007	Tampa Bay	9-7	4-12
2008	Miami	11-5	1-15
2009	New Orleans**	13-3	8-8
2010	Kansas City	10-6	4-12

* Tied for last place

** Won Super Bowl





2011-12 NFL CALENDAR

September 8-12	Kickoff 2011	January 22	Conference Championships
October 10-12	NFL Fall Meeting, Houston, TX	January 29	AFC-NFC Pro Bowl, Honolulu, HI (NBC)
January 1	Regular season ends	February 5	Super Bowl XLVI, Indianapolis (NBC)
January 7-8	Wild Card Playoffs	February 22-28	NFL Scouting Combine, Indianapolis, IN
January 14-15	Divisional Playoffs		



HARRIS POLL: PRO FOOTBALL IS AMERICA'S FAVORITE SPORT BY FAR

America's favorite sport? Once again, professional football claims the top spot!

For more than four decades, according to The Harris Poll, the NFL has been the most popular sport in America.

In its most recent survey (released January 25, 2011), Harris – the pioneer in market research – reveals that pro football is the favorite sport of more than one-third of people (31 percent). That is more than the combined total of the next three professional sports – baseball (17), auto racing (seven) and men's pro basketball (six).

In addition, professional football has gained in popularity more than any other sport since 1985 with a seven percent increase (from 24 to 31 percent).

The third favorite sport in the survey is college football at 12 percent, meaning that football is the favorite sport of 43 percent of America's sports fans.

The five most popular sports according to The Harris Poll 2011 (released Jan. 25, 2011):

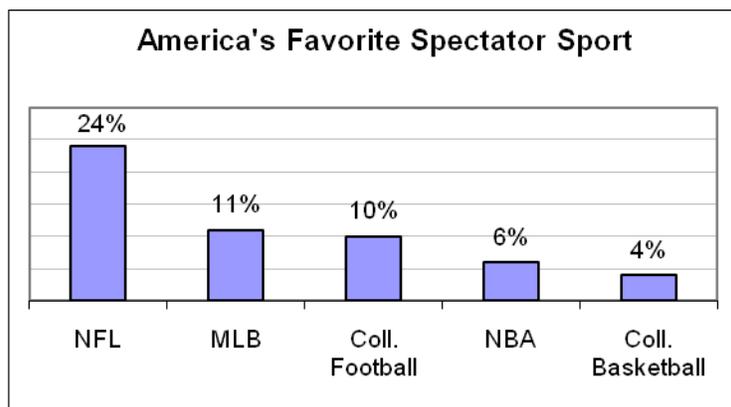
RANK	SPORT	PERCENT
1	<i>Pro Football</i>	31
2	Baseball	17
3	College Football	12
4	Auto Racing	7
5	Men's Pro Basketball	6

SURVEY SAYS!

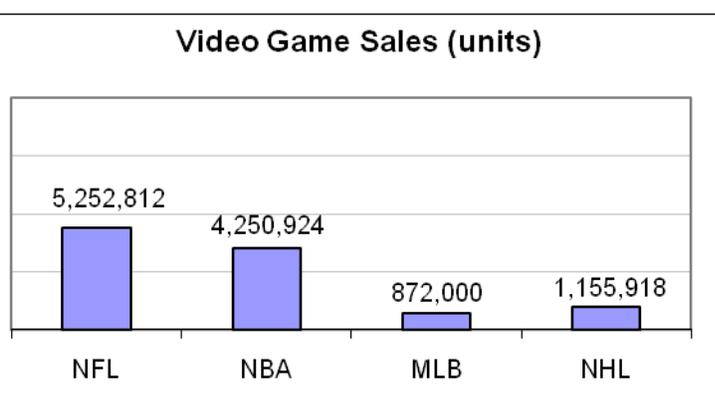
The NFL (see poll p. 13) has been recognized as America's most popular sport for the past 45 years, rated No. 1 by fans in the Harris Poll since 1965. In fact, more people name professional football (31 percent) as their favorite sport than the combined total of the next three professional sports – baseball (17), auto racing (seven) and men's pro basketball (six). NFL popularity can be measured in other ways as well. For instance:

- NFL games on CBS, FOX and NBC averaged 20.0 million viewers – **144 percent higher** than the average primetime viewership among the four major over-the-air networks (8.2 million average on ABC, CBS, FOX, NBC).
- Super Bowl XLV reached a total audience of 163 million viewers, making it the most-watched show in U.S. television history according to Nielsen Media Research. In addition, a record average of 111 million viewers watched Super Bowl XLV – topping the last year's mark of 106.5 million for Super Bowl XLIV.
- 33% of adults say the Super Bowl is their favorite championship to watch according to a Rasmussen Reports national telephone survey. Coming in a distant second is Major League Baseball's World Series, which is the top choice of 12%.

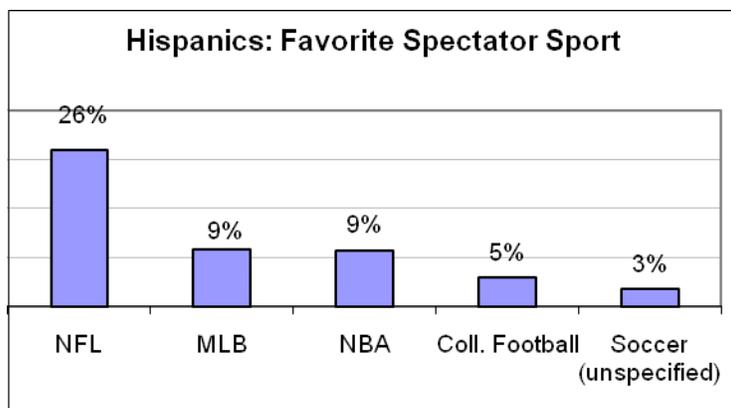
Following is a broader look at the NFL's popularity:



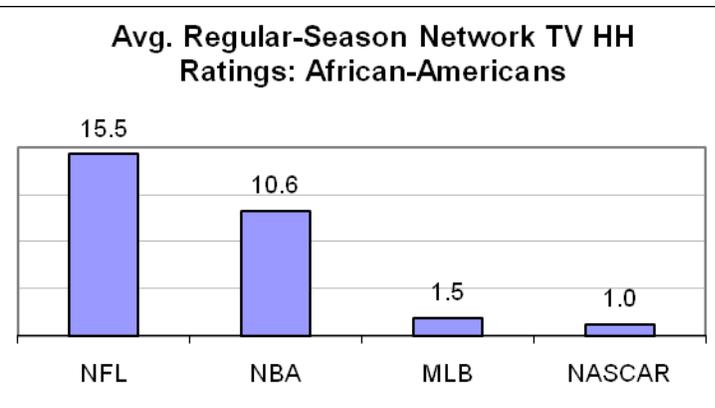
Source: 2010 ESPN Sports Poll



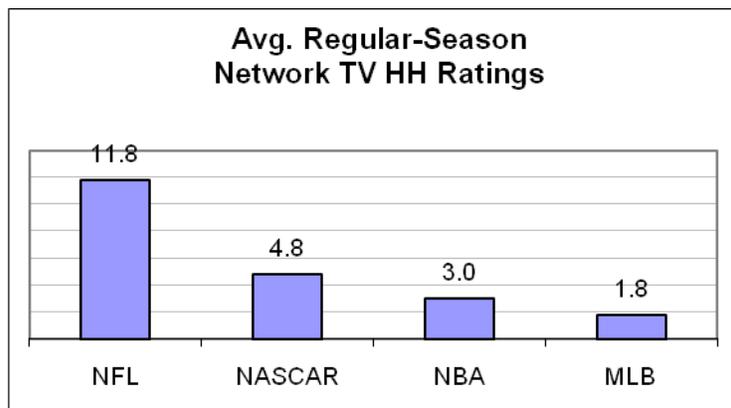
Source: The NPD Group (May 2010-April 2011)



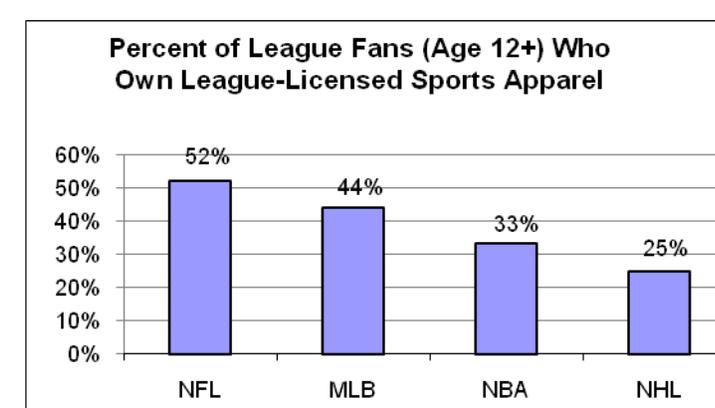
Source: 2010 ESPN Sports Poll



Source: NFL; Nielsen NPOWER 2010-11, Broadcast only



Source: NFL and Nielsen Media Research 2010-11, Broadcast only



Source: 2010 ESPN Sports Poll



INDIANAPOLIS TO HOST FIRST SUPER BOWL

Lucas Oil Stadium (right) will host Super Bowl XLVI on February 5, 2012, making it the first Super Bowl to be held in Indianapolis and the fourth time a cold-weather city will host the NFL's championship game. The three Super Bowls played indoors in cold-weather cities were XVI (1/24/82) and XL (2/5/06) in Detroit and XXVI (1/26/92) in Minneapolis.



While preparations for Super Bowl XLVI started as soon as Indianapolis was awarded the bid in May 2008, the community has been building the stage for the big game for decades. The city has hosted events such as the 1982 National Sports Festival, the 1987 Pan Am Games, the Indianapolis 500, the Brickyard 400 and an unprecedented run of NCAA Final Fours.

Indianapolis has invested more than \$3 billion in three years in its hospitality industry including a new stadium, an expanded convention center, a new airport, a 1,600-room hotel complex and major investments to existing downtown hotels.

Lucas Oil Stadium, the home of the Colts, was named the best new sports venue in the country in 2008 by the *Sports Business Journal*. The \$720-million, seven-level, multi-purpose venue connects via skywalks to many downtown hotels and entertainment options, as well as the Indiana Convention Center, which will serve as the home to the NFL Experience.

The community is filled with excitement for Super Bowl XLVI. The 2012 Indianapolis Super Bowl Host Committee was able to quickly sign up 8,000 volunteers to help execute everything that surrounds the Super Bowl, including the Super Bowl Village.

The Super Bowl Village will transform the heart of downtown into a 10-day, three-block interactive festival of football.

"It's just going to bleed NFL," says Host Committee chairman **MARK MILES**. "There will be a lot of people who won't be able to go to the game, so we want this to be a place that Hoosiers can get into the ambiance of the game. And for our guests, we want to give them something to answer the question: 'Why play in a cold-weather city?'"

A major part of the city's bid to host the game is the "Legacy Project," a lasting civic legacy that will leave an impact for years to come. The project includes redevelopment of the city's Near Eastside by rehabbing or building about 300 housing units and constructing an indoor training facility at Arsenal Tech High School.

"You could see the quality of the bid and the enthusiasm of this community," NFL Commissioner **ROGER GOODELL** said after Indianapolis was awarded Super Bowl XLVI. "It was a big factor.

"We like coming to new cities and look forward to coming to Indianapolis."

SUPER BOWL I-XLVI HOST CITIES

<u>HOST CITY</u>	<u>SUPER BOWLS</u>
South Florida	10
New Orleans	9
Los Angeles	7
Tampa Bay	4
San Diego	3
Arizona	2
Atlanta	2
Detroit	2
Houston	2
Indianapolis	1
Jacksonville	1
Minneapolis	1
North Texas	1
Stanford	1



FUTURE SUPER BOWLS

<u>SUPER BOWL</u>	<u>DATE</u>	<u>SITE</u>
XLVI	February 5, 2012	Lucas Oil Stadium, Indianapolis, Indiana
XLVII	February 3, 2013*	Louisiana Superdome, New Orleans, Louisiana
XLVIII	February 2, 2014*	New Meadowlands Stadium, New York/New Jersey

* Tentative date



LIVE UNITED

2011 marks the 38th anniversary of the sports industry's longest running public service campaign.

Since 1973, the National Football League and **UNITED WAY** have worked together to promote the importance of volunteering in local communities while showcasing the community service activities of the NFL, its clubs and players. In doing so, the NFL and United Way have changed the landscape of corporate/non-profit community partnerships.



The relationship between the NFL and United Way extends far beyond television public service announcements. This season, the NFL and its clubs will partner with United Way on many community platforms including Back to Football Friday, Hometown Huddle, PLAY 60, as well as continuing the partnership on United Way's **LIVE UNITED** campaign. LIVE UNITED invites and inspires the public to join a movement to advance the common good by focusing on education, income and health.

Last year, the NFL-LIVE UNITED initiative featured one player from each club in an out-of-home advertising campaign that included billboards, bus and phone depots, print and online ads and a national television PSA. Those advertisements will continue to run in 2011 but will be joined by a new element – NFL team mascots.

More than 20 NFL team mascots came together in Virginia this summer to participate in the NFL-LIVE UNITED campaign. Footage from this shoot will help breathe new life into the project and the images will be featured across the country as part of billboard advertisements.

The billboards will focus on the theme of "rivals." So while mascots may represent different teams on the field, they all share the same mission in supporting our communities.

NFL SUPPORTS BREAST CANCER AWARENESS MONTH



The NFL has supported National Breast Cancer Awareness Month with a large on-field presence and a national screening-reminder campaign for the past two years as part of the *A Crucial Catch* campaign in collaboration with the American Cancer Society (ACS).

The league's goal this year is to build upon the success of *A Crucial Catch* and focus on enhancing and expanding the campaign's youth and high school engagement program. Last season, the NFL and ACS began capturing how local youth teams were taking the NFL's lead and engaging in breast cancer awareness efforts. This year, the league will spread the message directly to these youth and high school teams in an effort to capture and grow their participation in a greater way.

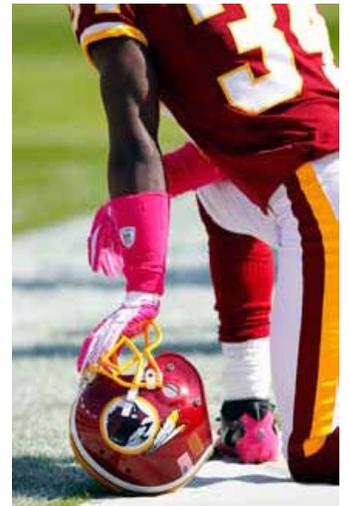
In 2011, there will continue to be special pregame ceremonies, team community outreach and unique pink items on-field and in-stadium during NFL Breast Cancer Awareness Weekend, October 2-3. Teams not playing at home that weekend will have the opportunity to designate another home game in October as their Breast Cancer Awareness Game.

For the entire month of October – National Breast Cancer Awareness Month – players will sport a special NFL shield/pink ribbon sticker on their helmets. Coaches and team executives will show their support by wearing pink ribbon pins, while game officials will don pins and special ribbon hats.

Additional NFL sponsors and partners have joined the league this year in the fight against breast cancer. As they did last year, Reebok will design special sideline hats with pink accents for all players, coaches and sideline personnel. The hats and other pink items will also be sold at all stadiums, on NFLSHOP.com and at select retail locations. In addition, this year Procter & Gamble will join the effort, running ads and promotions featuring female members of the Hasselbeck family to help enhance the campaign.

Promotion and support of *A Crucial Catch* will also include fields featuring pink ribbon shield stencils on the 25-yard lines and special balls with pink ribbon logos will be used throughout each game. The footballs and other pink game-worn items will later be auctioned off via NFL Auction (nfl.com/auction), with all proceeds benefitting ACS. The NFL donated more than \$1,000,000 last year to the American Cancer Society and will continue the fundraising effort this year.

NFL Breast Cancer Awareness Weekend will also be highlighted with features on NFL.com (as well as a dedicated microsite at nfl.com/pink) and NFL Network.



COMMUNITY MINDED

Just as NFL fans support their teams all year long, the NFL is there to support its communities.

This offseason, NFL teams, from the owners to the coaches to the staff to the players, spent time giving back to fans and community members in need.

After devastating tornados struck residents of Joplin, Missouri, the Indianapolis Colts, Kansas City Chiefs (right) and St. Louis Rams offered their support with the much-needed clean-up efforts.

Once the Chiefs saw the havoc wreaked by the tornado, they were rendered speechless.

"It's overwhelming," said Chiefs general manager **SCOTT PIOLI**. "I was on the bus with all the coaches and players, and it went from a talkative bus to dead silence."

"Once you actually get here and see the devastation and the amount of loss the people here experienced, it's devastating," added linebacker **ANDY STUDEBAKER**. "We just want to be a part of the restoration."



After the initial wave of assistance, the Rams brought their volunteer contingent to Joplin (left), determined to keep awareness alive.

"Watching the damage on television and knowing the response, it seemed like a place we needed to be to not only lend our helping hand but also to remind others in St. Louis that there's much more work that needs to be done and that Joplin still needs our help," said **KEVIN DEMOFF**, Rams chief operating officer/executive vice president of football operations.

Eighty-seven members of the Rams organization spent the day assisting with debris cleanup and organizing the many donated toys, bedding and clothes awaiting distribution.

The Colts offered their support in the way of a donation drive. Team owner **JIM IRSAY** started the drive by donating 15,000 bottles of water, and the team worked with fans to collect bottled water, disposable diapers and monetary donations at the club's facility.

Team mascots also took time to volunteer and to show some NFL spirit in the offseason. Twelve team mascots joined together in Seattle for the National Multiple Sclerosis Society Walk MS event this spring, helping the chapter reach their goal of raising more than \$2 million to support programs and services for those with the disease in the Pacific Northwest.

Local Initiatives Support Corporation (LISC), an organization dedicated to revitalizing and sustaining American communities, recognized Washington Redskins owner **DANIEL SNYDER** with a Lifetime Achievement Award for his support of their Grassroots program which provides grants to build or resurface football fields in areas of need of financial assistance.

The NFL's work with LISC on the Grassroots program has resulted in the construction or renovation of 243 football fields nationwide in the past 13 years. Snyder has been particularly active in the program, having helped build or renovate more than 28 football fields in the Washington D.C. area through the Redskins Charitable Foundation.

Tampa Bay Buccaneers head coach **RAHEEM MORRIS** made the summer much more enjoyable for a local woman who was left without a car for her family after her vehicle erupted in flames. Morris surprised her with a new car on behalf of "Bucs in the Community," ambushing her as she left her job at a Cracker Barrel restaurant.

"It's the greatest thing that's ever happened to me," said the winner, who was nominated for the "Road to Success" contest by her father, a self-described "die-hard Bucs fan."

The women of the NFL were also recognized this offseason, as **SUSIE SPANOS**, wife of Chargers president **DEAN SPANOS**, was honored by the American Cancer Society with its Celebration of Life Award this spring. The award is given annually to a cancer survivor who uses their influence to better the community and to contribute to the fight against cancer.

A national spokesperson for the NFL and American Cancer Society's Crucial Catch breast cancer awareness campaign, Spanos' own experience with breast cancer left an impact on her, and made her realize the importance of sharing her story.

"Mine was so little and it was really nothing in the big scheme of things," said Spanos. "I'm truly an example of when early detection is successful."

These are some of the many ways that the NFL family stays active in its communities. From mascots in charity walks to teams uniting off the field to help disaster victims, team owners, staff and players alike recognize the importance of serving the communities that cheer them on throughout each season.

NFL SALUTES MILITARY IN MANY WAYS

Supporting the military is part of the fabric of the NFL. This support takes place both at home and abroad, with NFL players and coaches traveling overseas to salute the troops, as well as with team recognition of our servicemen and women surrounding Veteran's Day and throughout the year.



The NFL first teamed with the USO in 1966 and became the first sports organization to send a group of players to Vietnam and other parts of Asia, demonstrating the league's support for American troops. In 2008, NFL Commissioner **ROGER GOODELL** became the first sports commissioner to participate in a USO tour.

In 2011, the NFL again partnered with the USO on two overseas visits. The first (left), held in March, featured three former NFL stars – former Pittsburgh Steelers great and current ESPN analyst **MERRIL HOGE**, four-time Super Bowl winner and current ESPN analyst **MATT MILLEN** and Pro Football Hall of Fame member **ANTHONY MUÑOZ**. The group's week-long trip took them throughout Afghanistan and Qatar, where they visited with troops at bases such as Camp Marmal, Camp Spann and Forward Operating Bases Ghormach, Griffin, Kunduz, Khelegey, and Hairatan.

By starting their days around 6:00 AM and not heading to bed until after midnight, the participants were able to shake thousands of hands, snap hundreds of pictures and sign countless autographs on their tour. One common theme on all USO tours is the mutual appreciation and respect that the NFL visitors and troops have for each other. The service members are always excited to meet the gridiron stars, but it is usually the participants themselves who come away in awe.

"This experience has exceeded all expectations," said Hoge. "I am incredibly grateful for the service of our men and women overseas, and seeing them in action over here only strengthens my appreciation."

Millen (far right), whose son Marcus is currently serving as an Army first lieutenant in Afghanistan, received a surprise when the two were reunited in Northern Afghanistan early in the tour (photo on right).



"We were approached by several soldiers whom I didn't recognize, but as they got closer, I realized that one of them was my son, Marcus," said Millen. "I hadn't seen him in such a long time that it took me a second to figure out that it was him."

COACHES ON TOUR:

In July, the NFL completed its third annual NFL-USO Coaches Tour. Four active and former NFL head coaches – Arizona Cardinals head coach **KEN WHISENHUNT**, Houston Texans head coach **GARY KUBIAK**, former New Orleans Saints and Indianapolis Colts head coach **JIM E. MORA**, and former Atlanta Falcons and Seattle Seahawks head coach and current NFL



Network analyst **JIM L. MORA** – teamed to boost morale and show their appreciation for our deployed service men and women. The group traveled to remote locations throughout Kuwait and Iraq dining with soldiers, greeting military personnel, signing autographs, and even had the opportunity to spend their Fourth of July holiday with soldiers at a remote post in Iraq.

"I don't feel any extra responsibility on this trip, just an extra amount of pride to be involved in this," said Whisenhunt. "Words can't express what soldiers go through or what their lives are like. I certainly have a greater appreciation for the sacrifices they make to do their jobs, how they do them and what they are up against."

NFL AND WOUNDED WARRIOR PROJECT VISIT TANZANIA:

In May, former New England Patriots linebacker and current ESPN analyst **TEDY BRUSCHI**, former Tennessee Titans head coach **JEFF FISHER** and former Philadelphia Eagles and St. Louis Rams tight end **CHAD LEWIS** teamed with four wounded warriors through the Wounded Warrior Project to climb Mount Kilimanjaro in Tanzania, Africa (below).

The group of wounded warriors making the climb included Bryan Wagner from Exeter, CA and Ben Lunak from Grand Forks, ND, each of whom lost a leg in service to his country. Mike Wilson from Annapolis, MD struggles daily with the symptoms of post-traumatic stress disorder and traumatic brain injury (TBI) while Nancy Schiliro from Hartsdale, NY lost an eye in service to her country.

"This was an epic adventure," said Lewis on teaming with the Wounded Warrior Project. "It was something else to stand on the Uhuru Peak at the summit. We conquered Mount Kilimanjaro; standing on the roof of Africa with Team Hard Target. This is a great way to shine a huge spotlight on the Wounded Warrior Project. It was amazing, absolutely incredible!"

The eight-day climb to Uhuru Peak was intended to raise awareness and enlist the public's aid for the Wounded Warrior Project, a nonprofit organization whose mission is to honor and empower wounded warriors.



Additional ties between the NFL and the military:

- In honor of **PAT TILLMAN**, the late Arizona Cardinals player who sacrificed his NFL career to enlist in the Army in 2002 and was later killed while serving in Afghanistan in 2004, the NFL has named Army Staff Sergeant **PATRICK NELSON** of Dawson, MN, its inaugural **NFL-TILLMAN MILITARY SCHOLAR**. Nelson, who currently attends Minnesota State University, is a former paratrooper with 39 months of combat experience in Iraq and Afghanistan while serving nearly seven years of active duty in the Army. His motivation to finish his education began shortly after being wounded in Afghanistan in 2005.
- In June, NFL Commissioner **ROGER GOODELL**, Carolina Panthers head coach **RON RIVERA**, former Panthers defensive end **MIKE RUCKER**, and Panthers cheerleaders visited Fort Bragg, NC. The group participated in combat simulations, a meet-and-greet session, conducted a commissioner fan forum, signed autographs, and enjoyed lunch with members of the Army's Airborne and Special Operations forces.
- As part of Fleet Week 2011, the NFL teamed with the USO and Pepsi Co. to host a volunteer event aboard the USS Iwo Jima in New York City. NFL, USO and Pepsi volunteers, Philadelphia Eagles cheerleaders, and NFL alumni **BRANDON SHORT**, **SEAN LANDETA**, and **HARRY CARSON** worked alongside soldiers and sailors serving food, distributing complimentary items, and assembling care packages for currently deployed military personnel. Soldiers spanning every branch of the US Armed Forces were invited aboard the USS Iwo Jima and each collected an assortment of products, gathered autographs from former players, and participated in raffles for autographed NFL items.
- In recognition of Veteran's Day, the Buffalo Bills contributed to the development of a Flag Football league in Basrah, Iraq for Army members currently serving in the Persian Gulf. Flags, footballs, gloves and prizes for the winning team were donated to the army base to boost morale and create a league for military members to take part in for years to come.
- As part of their ongoing support of military and veterans, the San Diego Chargers worked with Pros vs. GI Joe to host a "Rehabbing With the Pros" event at Chargers Park. Twenty veterans and current military members played the "EA SPORTS Active NFL Training Camp" game against Chargers players.
- In November, the Atlanta Falcons worked with the Feed the Children Foundation to distribute 20,000 pounds of food to veterans and military families. Falcons players distributed a box of non-perishable food, a box of personal items, and a box of Avon products to more than 400 military families.
- On November 9, members of the Chicago Bears organization visited the Jesse Brown VA Medical Center in Chicago, IL to help distribute clothing, food, flu shots and other services to homeless veterans.
- To commemorate Veteran's Day and honor those who have served our country, the Indianapolis Colts partnered with a local middle school to decorate 200 Colts footballs and write thank you messages for veterans. The footballs were then delivered by students and Colts players to the veterans at the Richard L. Roudebush VA Medical Center.
- This season, the NFL will celebrate Military Appreciation Weekend across all games in Week 9 (November 6-7). Special commemorations and tributes are planned.

A list of NFL players and coaches with ties to the military:

PLAYER/COACH	MILITARY TIE
DB Phillip Adams, San Francisco	Father served in the Army
DE Jared Allen, Minnesota	Grandfather, Ray, served in the Marines and his brother, Scot, is currently serving in the Marine Corps
G/C Eugene Amano, Tennessee	Father served in the Navy for 25 years
T Shawn Andrews	Brother, Derrick, who is a sergeant in the army and recently finished a term in Kuwait
G/T Stacy Andrews	Brother, Derrick, who is a sergeant in the army and recently finished a term in Kuwait
DE Kentwan Balmer, Seattle	Cousin is in the Marines
LB Tully Banta-Cain	Father, Adam, played football for the Naval Academy
WR Hank Baskett	Father spent over 30 years in the Air Force; mother served as CFO at Air Force Base in Clovis, NM; brother served in the Army for over 10 years
Offensive assistant Chris Beake, Cleveland	Served in the Air Force as a civil engineer officer from 1995-98
WR Bernard Berrian, Minnesota	Parents, Sallie and Joseph, are retired Air Force mechanics
DB Zack Bowman, Chicago	Father, Zackary, is a Master Sergeant in the Air Force
QB Drew Brees, New Orleans	Grandfather served in World War II
WR Kenny Britt, Tennessee	Sister, Specialist Laura Johnson serves at Victory Base Camp in Iraq
S C.C. Brown	Currently in the National Guard; unit is prepared for Afghanistan if needed
T Jammal Brown	Father, Charles, is retired from the Army
C Jason Brown, St. Louis	Brother, Lunsford, served in Iraq and was killed in 2003
Head coach Jim Caldwell, Indianapolis	Uncle, John served in the Air Force; cousins, Sean and Letha served in the Navy and Army respectively.
LB Caleb Campbell, Detroit	Served in the Army
QB David Carr	Grandfather served in the Air Force; Brother-in-law is in the Marines
CB Nolan Carroll, Miami	Father, Nolan, Sr. was a senior master sergeant in the United States Air Force; Mother, Jennifer retired from the Navy in 1999 as a Lieutenant Commander and is now the current Florida Lieutenant Governor
LB Danny Clark, New Orleans	Has twin brothers in the armed forces – Jason (Air Force) and Joshua (Marines)
RB Thomas Clayton, New England	Father was a Sergeant First Class in the Army for 25 years
CB Nate Clements	Father served in the Army
Coaching assistant Jim Bob Cooter, Indianapolis	Grandfathers Ted and Bobby both served in the Army
Defensive coordinator Gunther Cunningham, Detroit	Father was a sergeant in the Air Force
T Anthony Davis, San Francisco	Grandfather served in the Army
G Kris Dielman, San Diego	Father served in the Army and has cousins in both the Army and Navy
OL Evan Dietrich-Smith, Green Bay	Brother, Alex, is a Specialist-Team Leader in 10 th Mountain Division of the Army
General Manager Mark Dominik, Tampa Bay	Father, Glenn was in the Navy; Brother, Todd was in the Navy; Grandfather, Edward was in the Army during WWII; Father-in-Law, Forrest was in the Army
QB Trent Edwards, Oakland	Father, Andy, flew reconnaissance missions during Vietnam War; Maternal grandfather was awarded Navy Cross for Valor during bombing of Pearl Harbor
DE Chris Ellis, Pittsburgh	Father and mother served in the Army and Navy, respectively
DE Demetric Evans	Has cousins in both the Army and Navy
FB Jerome Felton, Detroit	Brother, Simon, is in the Army and currently serving in Afghanistan
CB Cortland Finnegan, Tennessee	Mother served 20 years in the Army
WR Larry Fitzgerald, Arizona	Attended Valley Forge (PA) Military Academy after high school; his grandfather was a Lieutenant in the Army who won a purple heart for his service in Korea; aunt and uncle, Paul and Sam Jones, are both Lieutenant Colonels in the Army.
CB Drayton Florence, Buffalo	Father, Drayton, Sr. is a retired Army medic; sister, Lakisha, is currently serving in the Army
Head coach John Fox, Denver	Father was a member of one of the original Navy SEAL teams created by President John F. Kennedy in the early 1960s
C Hank Fraley, St. Louis	Brother was stationed with the Army in Iraq; father is a Vietnam veteran
LB Marcus Freeman	Father, Michael, served 26 years in the Air Force

Head Coach Chan Gailey, Buffalo	Father, Tom, was in the Marines
K Graham Gano, Washington	Has two brothers in the Navy and Father was in the Marines
DE Ben Garland, Denver	Currently on the club's reserve/military list and is now a strength and conditioning coach at the Air Force Academy
K Shayne Graham	Father served in the Army in Vietnam
Linebackers coach Kevin Greene, Green Bay	Served as a Captain for 16 years in the Army Reserve during the offseasons when he was an NFL player
S Cedric Griffin, Minnesota	Mother served in the Navy; father served in the Air Force
S Michael Griffin, Tennessee	Mother served in the Navy; father served in the Air Force
FB Ahmard Hall	Served four years in the Marines (3 rd Battalion, 8 th Marines out of Camp Lejeune, NC), including missions in Kosovo (1999) and Afghanistan (2002)
WR Chad Hall, Philadelphia	Attended the Air Force Academy and was a second lieutenant at Hill Air Force Base in Salt Lake City, UT
LB Parys Haralson, San Francisco	Grandfather served in the Army
LB Adam Hayward	Brother and sister served in the Army and cousin was in the Marine Corps.
CB Ellis Hobbs	Father, Ellis Hobbs, Jr., served for over 30 years and graduated as a Sargeant Major before retiring from the military
DE Jason Hunter, Denver	Father, James, served 25 years in the 82 nd Airborne Division in the Armed Forces
G Mike Iupati, San Francisco	Brother-in-law is currently serving in th Army
RB Steven Jackson, St. Louis	Father served in the Marines
WR Vincent Jackson, San Diego	Father, Terrence, was an Army medic
LB Dhani Jones	Both parents served in the military
Special teams asst. Ben Kotwica, N.Y. Jets	Served in the Army as an Apache helicopter pilot in Iraq
LB Manny Lawson	Father, Donald, served in the Air Force
Head coach Marvin Lewis, Cincinnati	Father was in the Army, was stationed in Germany
Linebacker coach Mike Murphy, Indianapolis	Father, George served in the Navy; Cousins William B. and William M. served in the Army and Navy respectively
LB Ben Leber	Father, Al, was stationed in Korea with the Army when he met Ben's mother, Han
T Phil Loadholt, Minnesota	Father was a Sergeant First Class in the Army
Asst. head coach/Def. line coach Rod Marinelli, Chicago	Served a one-year tour of duty in Vietnam
QB Ingle Martin	Uncle, Chris, is a Lieutenant Commander and pilot for the Navy
FB Jason McKie, Baltimore	Father spent 23 years in the Air Force
T Marcus McNeill, San Diego	Mother, Leola, is a Colonel in the Air Force, stationed at Dobbins AFB in Marietta, GA
T Pat McQuistan	Brother is in the Air Force
CB Will Middleton, Jacksonville	Brother, Wyatt started at S for Navy for four years and graduated from the U.S. Naval Academy
DT Roy Miller, Tampa Bay	Father and cousin served in the Army
DE/DT Kyle Moore	Father, Joseph, served in the Army for 22 years.
RB Sammy Morris, New England	Father, Sammy, was an Air Force Staff Sergeant; brother, Brien, serves in the Air Force
DE C.J. Mosley, Jacksonville	Father, Calvin Mosley Sr., is a retired First Master Sergeant with the United States Army
G Jamar Nesbit	Father, Ronald, works for the Army Corps of Engineers
DE Igor Olshansky, Dallas	Father was in the Russian Army; grandfather fought for the Russian Red Army in World War II
DT Mike Patterson, Philadelphia	Uncle was a sergeant at Los Alamos Army Base
TE Justin Peelle, Atlanta	Grandfather is a retired Navy captain
Special teams coordinator Mike Priefer, Minnesota	Served in the Navy (1991-94) as a helicopter pilot and was stationed in the Persian Gulf
Assistant offensive line coach Ron Prince, Indianapolis	Father Earnest served in the Army
DE Melila Purcell	Father is an active reservist in the Army
WR Josh Reed	Brother (Army) and cousin (Navy) recently served in Iraq
G Tyler Reed	Father, Gary, played football for the Naval Academy from 1971-75
Wide receivers coach Frank Reich, Indianapolis	Father, Frank served in the Marines
Head coach Andy Reid, Philadelphia	Father served in the Navy in World War II
FB Tony Richardson	Father was a Sergeant Major in the Army; sister, part of Desert Storm, is serving in the Army at Fort Bragg, NC

Head coach Ron Rivera, Carolina	Father was an Army officer; Ron lived in three countries as a child
S Mark Roman	Five of his six brothers served in the Army
WR Eddie Royal, Denver	Sister, Christina served in Iraq as a member of the Air Force Office of Special Investigations Detachment 104
CB Lydell Sargeant	Father, Drew, served in the Air Force for more than 20 years
LB Cody Spencer	Brother serves in the Army, currently stationed in Iraq
T Joe Staley, San Francisco	Grandfather was in the Navy during the Korean War. Uncle was in the Navy
DT Randy Starks, Miami	Father served in the Army for over 20 years, mostly in Germany
TE Tony Stewart	Father, Malcolm, was in the Army and stationed in Germany when Tony was born
Quarterbacks coach Mike Sullivan, N.Y. Giants	Graduate of Army Airborne, Ranger and Air Assault schools
CB Charles Tillman, Chicago	Father was an Army sergeant; Charles attended 11 schools in 13 years
LB Pat Thomas	Father was a Chief Petty Officer in the Navy
Tight ends coach Ricky Thomas, Indianapolis	Father John served in the Air Force
DE Dave Tollefson	Brother is a Marine
Head coach Norv Turner, San Diego	Father served in the Marines
Quarterbacks coach Ron Turner, Indianapolis	Father Richard served in the Marines
K Lawrence Tynes, N.Y. Giants	Father served in the Navy as a Master Chief
WR Roberto Wallace, Miami	Father, Roberto is retired from the U.S. Military
LB DeMarcus Ware, Dallas	Wife, Taniqua, served in the Air Force
Defensive line coach Mike Waufle, Oakland	Served in the Marine Corps from 1972-1975
DE Mario Williams, Houston	Brother-in-law served in the Army and was killed in Iraq
WR Troy Williamson	Brother is a career Marine, who just returned from Iraq; sister serves in the Navy
LB Patrick Willis, San Francisco	Father was in the National Guard
Owner/President Ralph Wilson, Jr., Buffalo	Navy veteran, served in WWII
LB Will Witherspoon, Tennessee	Father was in the Air Force
DB Dexter Wynn	Mother is a retired Air Force civil engineer who served in the Gulf War

BACK TO FOOTBALL



NFL PLAYER ENGAGEMENT PROGRAMS

From life as an NFL player to making the transition to the business world, **NFL PLAYER ENGAGEMENT** aims to provide players with advice, insight and practical tools to thrive at all points of their career development.

Formerly the NFL Player Development department, the term “Player Engagement” more accurately reflects the spirit of collaboration fostered by the group, lead by former player and NFL Vice President of Player Engagement **TROY VINCENT**.

“The goal of Player Engagement is to empower players to reach their highest potential on and off the field,” says Vincent. “We hope to provide them with a 360-degree experience aimed at using football as a catalyst to succeed in all phases of life. Our goal is to become the trusted resource for players and their families, empowering their continuing evolution into well-rounded and productive athlete-citizens.”

To reflect the three distinct phases of NFL players’ careers, the Player Engagement team focuses on three distinct areas:

- NFL Prep, aimed at young athletes and future NFL players.
- NFL Life, for players currently in the league.
- NFL Next, which provides resources for retired players and those transitioning out of the game.

This offseason, 16 former players took advantage of one of Player Engagement’s most popular programs, NFL Broadcast Boot Camp at NFL Films. The program, implemented with the NFL broadcasting department, covered a wide range of topics with instructors from each of the NFL’s broadcast partners – CBS, ESPN, FOX, NBC, NFL Network, SiriusXM Satellite Radio and Westwood One Radio – and local radio and TV personalities.

For the first time, two of the program’s participants were selected to serve as studio analysts with Sky Sports in the United Kingdom during one weekend this fall. Former players **ROCKY BOIMAN** and **NICK FERGUSON** (left) were chosen for the coveted role.



“I don’t think any of us were ready for this type of exposure and what we were going to be asked to do,” Ferguson said. “This is a whole different level of preparation going into the game. You have to get all the back stories. Your storytelling has to be on point.”

NFL Broadcast Boot Camp includes hands-on work in areas such as tape study, editing, show preparation, radio production, control room operation, studio preparation, production meetings, field reporting and game preparation. Each player taped segments as a studio and game analyst and took part in a networking session with television executives. Players also served as live radio hosts on Sirius NFL Radio.

Other former players took advantage of the NFL Career Transition Program (CTP), launched last year as an NFL Next initiative, to assist players as they move from the gridiron to the business world.

The course addresses the critical success factors that are important in the transition to life after football while also educating players about resources available in their communities. Content includes a mix of academic topics, success stories from guest speakers, and practical applications. Participating players learn about personal finance, launching a new career with realistic expectations, developing a personal brand, communication skills and the importance of health and well being.

The program was a valuable resource for former player **JASON FABINI**.

“The NFL Career Transition Program motivated me to start my transition sooner than later,” said Fabibi. “It was also great to see what other guys are doing and to network with them.”

DONOVIN DARIUS, another participant, praised it as a “great program with a great location. All the information was relevant to the transition we are making to the business world. Our skill set transfers directly to the corporate world.”

NFL Player Engagement also hosts several other educational programs throughout the year, all designed to reach players at various points in their development as players, as businessmen and as people. Together with the NCAA, they host an NFL-NCAA Life Skills and Professional Development Summit, which provides personal and professional development resources to student-athletes. Through group and panel discussions, as well as interactive exercises, participants learn about and share topics impacting the personal and professional growth of an athlete.

Football players at all levels of the game are making strides not only on the field, but also in their careers and beyond.

“There is just one transferrable life skill,” says Vincent. “That’s education.”

With the help of NFL Player Engagement, players can stay educated during critical transition periods in their lives.

NFL PLAYERS LEND A HELPING HAND – IN AFRICA

This past March in Rwanda, San Francisco 49ers tight end **VERNON DAVIS**, Miami Dolphins cornerback **VONTAE DAVIS**, Arizona Cardinals wide receiver **LARRY FITZGERALD**, former Chicago Bears defensive tackle **TOMMIE HARRIS**, Tampa Bay Buccaneers defensive tackle **GERALD MC COY**, Minnesota Vikings tackle **BRYANT MC KINNIE**, Tennessee Titans defensive end **DERRICK MORGAN**, Vikings running back **ADRIAN PETERSON** (right) and former Cincinnati Bengals safety **ROY WILLIAMS** took part in a mission to provide hearing aids, a once-in-a-lifetime opportunity to hear for many locals.

After the Starkey Hearing Foundation did an advance screening in 2010, the players – in partnership with Pros for Africa – traveled to fit the hearing devices on Rwandans ranging in age from two to 85. According to the foundation, 85 percent of the people in developing countries who are labeled as deaf are actually just hard of hearing.

“The first time I helped someone to hear, I was so moved,” says Fitzgerald. “I was emotional. To see a child hear their mother’s voice for the first time and see their family’s reaction is one of the moments I will never forget. We all have basic needs, and hearing is one of those needs.”

The NFL players attached hearing amplifiers to impressions already fitted in the ear and selected models based on the level of hearing loss in their patients.

This wasn’t the first humanitarian mission to Africa by NFL players.

In 2008, former Houston Texans defensive tackle **AMOBI OKOYE** planned a trip to his homeland of Nigeria and was joined by fellow Nigerian NFL players **AHMAN GREEN**, **ISRAEL IDONIJE**, **ADEWALE OGUNLEYE** and **OSI UMENYIORA** as well as his father Augustine, brother Arinze and cousin Okey Chidume.

Among the highlights of their trip were meeting then Nigerian President **UMARU YAR’ADUA** and Executive Secretary to the National Universities **JULIUS OKOJIE**...giving 20 full scholarships to students preparing to attend Nigerian universities through the C.A.T.E (Changing Africa Through Education) endowment...funding and overseeing the completion of water wells in the village of Emure, Ekiti State...and delivering HIV test kits to a number of teaching hospitals to aid the support of the HIV initiative in the country.

Since that inaugural trip in 2008, the Amobi Okoye Foundation has done an annual trip in conjunction with the C.A.T.E program. This year’s trip included football camps for over 400 youth in Abuja and Lagos. His foundation is also establishing football there in conjunction with IFAF (the International Federation of American Football).

IFAF is taking steps towards establishing a continental federation to govern the game in Africa. IFAF representatives visited Nigeria along with the Amobi Okoye Foundation this summer. The group discussed plans that will introduce the sport of football to Nigeria, Senegal and the Congo before expanding to additional countries.

Former French national team and NFL Europe wide receiver **MARC-ANGELO SOUMAH** has been appointed the IFAF Development Director for Africa. Soumah has already begun the process of introducing football to his native Senegal, where he lived before playing in France. He is now the President of the French Federation of American Football.

“I am excited and honored to have been given the responsibility in this IFAF role to help develop the sport in Africa,” says Soumah. “I believe American football can become popular both as a recreational activity and as a sport that can produce potential NFL players.”

PATRICE MAJONDO-MWAMBA is leading efforts to establish football in his native Congo. Mwamba was educated in Belgium and played football at Texas Tech, in NFL Europe and with the Denver Broncos and Kansas City Chiefs.

The first football game in Africa took place this past May at the Sheik Amri Abedi Memorial Stadium in Arusha, Tanzania. The inaugural **GLOBAL KILIMANJARO BOWL**, organized by Global Football, featured the Drake University football team and the CONADEIP All-Stars from Mexico, a select group of student-athletes from eight Mexican institutions of higher learning.

Drake won the Global Kilimanjaro Bowl by a score of 17-7 in front of 11,781 enthusiastic Tanzania spectators.

The event also included a three-day community service project to benefit area orphanages and featured both teams also climbing Mount Kilimanjaro, the tallest mountain in Africa.

“We have many sports here in Tanzania,” said Colonel **IDDI KIPINGU**, Chairman of the Tanzania National Sports Council, “but this is completely new to us and we thank you for bringing American football to our country and to the young people whose lives you have touched with your coaching clinics. Your visit will go down in history and you will be remembered here forever.”





2011 NFL SPECIAL PATCHES & LOGOS

Several NFL franchises will be wearing special patches in 2011. The season also will serve as a remembrance for individuals who have left a lasting legacy with a team.

Below are patches and logos that have been created by teams to honor their history or celebrate events this season:

TEAM/EVENT	PATCH/DECAL
Buffalo Bills	Bills "Toronto Series" patch.
Chicago Bears/Tampa Bay Buccaneers	NFL "International Series" patch.
National Football League	All teams will wear a pink ribbon decal on their helmets to support Breast Cancer Awareness Month in October.
New England Patriots	Memorial jersey patch for Myra Kraft.
San Francisco 49ers	Memorial helmet decal for Pro Football Hall of Famer Joe "The Jet" Perry.
San Francisco 49ers	Memorial helmet decal for Pro Football Hall of Famer John Henry Johnson.



The Bills will face the Redskins in the fourth regular-season game to be played in Toronto.



The Buccaneers will play host to the Bears as part of the NFL's International Series.



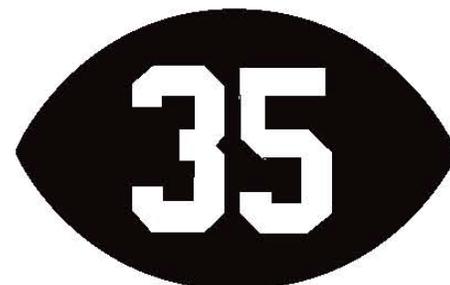
All teams will wear a pink ribbon decal on their helmets to support Breast Cancer Awareness Month in October.



The Patriots will honor the memory of Myra Kraft with a jersey patch.



The 49ers will honor the memory of Pro Football Hall of Famer Joe "The Jet" Perry with a helmet decal.



The 49ers will honor the memory of Pro Football Hall of Famer John Henry Johnson with a helmet decal.



BEST KICKOFF WEEKEND PERFORMANCES, 1933-2010

(2010 Performances in Bold & Italics)

MOST YARDS RUSHING

	<u>YARDS</u>	<u>ATT</u>	<u>LG</u>	<u>TD</u>
O.J. Simpson, Buffalo vs. New England, 9/16/73	250	29	80t	2
<i>Arian Foster, Houston vs. Indianapolis, 9/12/10</i>	231	33	42	3
Michael Turner, Atlanta vs. Detroit, 9/7/08	220	22	66t	2
Eddie George, Tennessee vs. Oakland, 8/31/97	216	35	29t	1
George Rogers, New Orleans vs. St. Louis, 9/4/83	206	24	76t	2
Gerald Riggs, Atlanta vs. New Orleans, 9/2/84	202	35	57	2
Duce Staley, Philadelphia vs. Dallas, 9/3/00	201	26	60	1
Norm Bulaich, Baltimore vs. N.Y. Jets, 9/19/71	198	22	67t	1
Curtis Martin, N.Y. Jets vs. Cincinnati, 9/12/04	196	29	24t	1
Alan Ameche, Baltimore vs. Chicago, 9/25/55	194	21	79t	1

MOST YARDS PASSING

	<u>YARDS</u>	<u>ATT</u>	<u>COMP</u>	<u>TD</u>	<u>INT</u>
Norm Van Brocklin, L.A. Rams vs. N.Y. Yanks, 9/28/51	554	41	27	5	2
Dan Marino, Miami vs. New England, 9/4/94	473	42	23	5	1
Kurt Warner, St. Louis vs. Denver, 9/4/00	441	35	25	3	3
<i>Peyton Manning, Indianapolis vs. Houston, 9/12/10</i>	433	57	40	3	0
Drew Bledsoe, New England vs. Miami, 9/4/94	421	51	32	4	2
Glenn Foley, N.Y. Jets vs. San Francisco, 9/6/98	415	58	30	3	1
Pete Beathard, Houston vs. Kansas City, 9/9/68	413	48	23	2	3
Phil Simms, N.Y. Giants vs. Philadelphia, 9/2/84	409	30	23	4	0
Johnny Unitas, Baltimore vs. Atlanta, 9/17/67	401	32	22	2	1
Bill Kenney, Kansas City vs. New Orleans, 9/8/85	397	34	22	3	1
Warren Moon, Houston vs. Atlanta, 9/9/90	397	52	31	4	2

MOST YARDS RECEIVING

	<u>YARDS</u>	<u>REC</u>	<u>LG</u>	<u>TD</u>
Frank Clarke, Dallas vs. Washington, 9/16/62	241	10	58t	3
Anquan Boldin, Arizona vs. Detroit, 9/7/03	217	10	71t	2
Hugh Taylor, Washington vs. Philadelphia, 9/28/47	212	8	62t	3
Lance Alworth, San Diego vs. Denver, 9/11/65	211	7	48	1
Irving Fryar, Miami vs. New England, 9/4/94	211	5	54t	3
Wes Chandler, New Orleans vs. Atlanta, 9/2/79	205	6	42	1
Don Maynard, N.Y. Jets vs. Kansas City, 9/15/68	203	8	57t	2
Marty Booker, Chicago vs. Minnesota, 9/8/02	198	8	54	1
Tim Smith, Houston vs. Green Bay, 9/4/83	197	8	47t	1
Bob Hayes, Dallas vs. N.Y. Giants, 9/18/66	195	6	74t	2



Arian Foster



Peyton Manning



BEST KICKOFF WEEKEND PERFORMANCES, PAST 10 YEARS
(2010 Performances in Bold & Italics)

MOST RUSHING YARDS

	<u>YARDS</u>	<u>ATT</u>	<u>LG</u>	<u>TD</u>
<i>Arian Foster, Houston vs. Indianapolis 9/12/10</i>	231	33	42	3
Michael Turner, Atlanta vs. Detroit, 9/7/08	220	22	66t	2
Curtis Martin, N.Y. Jets vs. Cincinnati, 9/12/04	196	29	24t	1
Adrian Peterson, Minnesota vs. Cleveland, 9/13/09	180	25	64t	3
Chris Brown, Tennessee vs. Jacksonville, 9/9/07	175	19	42	0
Willie Parker, Pittsburgh vs. Tennessee, 9/11/05	161	22	45	1
Ahman Green, Green Bay vs. Detroit, 9/9/01	157	17	83t	2
Quentin Griffin, Denver vs. Kansas City, 9/12/04	156	23	47t	2
Ahman Green, Green Bay vs. Atlanta, 9/8/02	155	27	38	0
Priest Holmes, Kansas City vs. Denver, 9/12/04	151	26	33t	3

MOST YARDS PASSING

	<u>YARDS</u>	<u>ATT</u>	<u>COMP</u>	<u>TD</u>	<u>INT</u>
<i> Peyton Manning, Indianapolis vs. Houston 9/12/10</i>	433	57	40	3	0
Tom Brady, New England vs. Buffalo, 9/14/09	378	53	39	2	1
Marc Bulger, St. Louis vs. San Francisco, 9/11/05	362	56	34	2	1
Donovan McNabb, Philadelphia vs. St. Louis, 9/7/08	361	33	21	3	0
Jeff Blake, Arizona vs. Detroit, 9/7/03	358	46	28	3	1
Vinny Testaverde, Dallas vs. Minnesota, 9/12/04	355	50	29	1	0
Tony Romo, Dallas vs. N.Y. Giants, 9/9/07	345	24	15	4	1
Drew Brees, New Orleans vs. Tampa Bay, 9/7/08	343	32	23	3	0
Kerry Collins, N.Y. Giants vs. San Francisco, 9/5/02	342	45	28	0	3
Kurt Warner, St. Louis vs. N.Y. Giants, 9/7/03	342	54	34	1	1

MOST YARDS RECEIVING

	<u>YARDS</u>	<u>REC</u>	<u>LG</u>	<u>TD</u>
Anquan Boldin, Arizona vs. Detroit, 9/7/03	217	10	71t	2
Marty Booker, Chicago vs. Minnesota, 9/8/02	198	8	54	1
Randy Moss, New England vs. N.Y. Jets, 9/9/07	183	9	51t	1
Reggie Wayne, Indianapolis vs. Jacksonville, 9/13/09	162	10	39	1
Antwaan Randle El, Washington vs. Miami, 9/9/07	162	5	54	0
Larry Fitzgerald, Arizona vs. N.Y. Giants, 9/11/05	155	13	30	1
Laveranues Coles, N.Y. Jets vs. Tennessee, 9/10/06	153	8	41	0
<i> Matt Forté, Chicago vs. Detroit, 9/12/10</i>	151	7	89t	2
Quincy Morgan, Cleveland vs. Kansas City, 9/8/02	151	9	44t	2
Randy Moss, Minnesota vs. Green Bay, 9/7/03	150	9	27	1



Arian Foster



Peyton Manning



Matt Forté

BACK TO FOOTBALL

THE LAST TIME...

(2010 games in red)

PASSING

500 YARDS, GAME: 503, Ben Roethlisberger, Pittsburgh vs. Green Bay, December 20, 2009

7 TD PASSES, GAME: Joe Kapp, Minnesota vs. Baltimore, September 28, 1969

60 ATTEMPTS, GAME: 62, Matt Schaub, Houston Texans vs. Baltimore Ravens, December 13, 2010 (OT)

20 CONSECUTIVE COMPLETIONS, GAME: 20, Brett Favre, Green Bay vs. Detroit, November 22, 2007

99-YARD TD PASS: Gus Frerotte to Bernard Berrian, Minnesota vs. Chicago, November 30, 2008

RECEIVING

3 100-YARD GAMES, SAME TEAM: Arizona vs. New York Jets, September 28, 2008

Boldin, 10-119-1; Breaston, 9-122-0; Fitzgerald, 8-122-0

300 YARDS, GAME: 336, Willie Anderson, L.A. Rams vs. New Orleans, November 26, 1989 (OT)

15 RECEPTIONS, GAME: 15, Reggie Wayne, Indianapolis vs. Jacksonville, October 3, 2010

4 TDs, GAME: Randy Moss, New England vs. Buffalo, November 18, 2007

Terrell Owens, Dallas vs. Washington, November 18, 2007

RUSHING

5 TDs, GAME: Clinton Portis, Denver vs. Kansas City, December 7, 2003

4 TDs, GAME: DeAngelo Williams, Carolina vs. New York Giants, December 21, 2008 (OT)

40 ATTEMPTS, GAME: 40, Shaun Alexander, Seattle vs. Green Bay, November 27, 2006

250 YARDS, GAME: 256, Jamaal Charles, Kansas City vs. Denver, January 3, 2010

INTERCEPTIONS

4, GAME: DeAngelo Hall, Washington vs. Chicago, October 24, 2010

3, GAME: Glover Quin, Houston vs. Tennessee, November 28, 2010

2 TDs, GAME: David Bowens, Cleveland vs. New Orleans, October 24, 2010

100-YARD TD RETURN: 101, Bryan McCann, Dallas vs. New York Giants, November 14, 2010

SCORING

8 PATs, GAME: 8, David Akers, Philadelphia vs. Washington, November 15, 2010

3 FGs, 50 YARDS OR MORE, GAME: Connor Barth, Tampa Bay vs. Miami, November 15, 2009

60 OR MORE POINTS, GAME, TEAM: Cincinnati (61) vs. Houston (7), December 17, 1989

100 OR MORE POINTS, GAME, BOTH TEAMS: 106, Cincinnati (58) vs. Cleveland (48), November 28, 2004

LAST SCORELESS TIE: New York Giants vs. Detroit, November 7, 1943

KICKOFF RETURNS

2 TDs, GAME: Leon Washington, Seattle vs. San Diego, September 26, 2010

2 CONSECUTIVE TDs, BOTH TEAMS, GAME: New England vs. Oakland, December 14, 2008

90 YARDS, NO TD, GAME: 92, Jerious Norwood, Atlanta vs. St. Louis, December 28, 2008

PUNT RETURNS

2 TDs, GAME: Reggie Bush, New Orleans vs. Minnesota, October 6, 2008

STARTING RECORDS OF ACTIVE NFL QUARTERBACKS

(Minimum 10 starts)

<u>QUARTERBACK</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>PCT.</u>
Tom Brady	111	32	0	.776
Matt Ryan	33	13	0	.717
Ben Roethlisberger	69	29	0	.704
Philip Rivers	55	25	0	.688
Peyton Manning	141	67	0	.678
Joe Flacco	32	16	0	.667
Tony Romo	39	22	0	.639
Vince Young	30	17	0	.638
Donovan McNabb	97	57	1	.629
Mark Sanchez	19	12	0	.613
Michael Vick	46	31	1	.596
Rex Grossman	20	14	0	.588
Jake Delhomme	56	40	0	.583
Eli Manning	60	43	0	.583
Drew Brees	79	58	0	.577
Aaron Rodgers	27	20	0	.574
Chad Pennington	44	37	0	.543
Matt Moore	7	6	0	.538
Matt Cassel	24	21	0	.533
Matt Hasselbeck	69	62	0	.527
Kyle Orton	32	29	0	.525
Todd Collins	11	10	0	.524
Josh Freeman	13	12	0	.520
Mark Brunell	78	73	0	.517
David Garrard	39	37	0	.513
Jay Cutler	34	34	0	.500
Shaun Hill	13	13	0	.500
Tarvaris Jackson	10	10	0	.500
Sage Rosenfels	6	6	0	.500
Byron Leftwich	24	25	0	.490
Chad Henne	13	14	0	.481
Carson Palmer	46	51	0	.474
A.J. Feeley	7	8	0	.467
Matt Schaub	25	31	0	.446
Charlie Batch	23	29	0	.442
Sam Bradford	7	9	0	.438
Chris Simms	7	9	0	.438
Kyle Boller	20	26	0	.435
Marc Bulger	41	54	0	.432
Trent Edwards	14	19	0	.424
Jason Campbell	27	37	0	.422
Derek Anderson	18	25	0	.419
Patrick Ramsey	10	14	0	.417
Matt Leinart	7	10	0	.412
Jon Kitna	50	74	0	.403
Alex Smith	19	31	0	.380
Ryan Fitzpatrick	12	23	1	.347
Chris Redman	4	8	0	.333
Seneca Wallace	6	12	0	.333
Charlie Frye	7	16	0	.304
J.P. Losman	10	23	0	.303
Bruce Gradkowski	6	14	0	.300
Billy Volek	3	7	0	.300
David Carr	23	56	0	.291
Brady Quinn	3	9	0	.250
Matthew Stafford	3	10	0	.231
Jimmy Clausen	1	9	0	.100
Tyler Thigpen	1	11	0	.083
Brodie Croyle	0	10	0	.000



IT'S LONDON, YEAR 5!

The NFL's **INTERNATIONAL SERIES** of regular-season games will return to the United Kingdom in 2011 when the Tampa Bay Buccaneers host the Chicago Bears on Sunday, October 23 at London's Wembley Stadium.



"Our past four games in London have demonstrated the tremendous passion for NFL football that exists in the U.K.," says NFL Commissioner **ROGER GOODELL**. "We hope by staging another extraordinary game at Wembley that we can continue to grow our existing fan base and attract even more new fans."

The contest will mark the fifth consecutive year of an NFL regular-season game at Wembley Stadium, part of a multi-year commitment to play a limited number of NFL regular-season games in the U.K. on an annual basis. In 2010, the San Francisco 49ers defeated the Denver Broncos 24-16 before a crowd of 83,941 (left).

The Buccaneers finished last season at 10-6, led by one of the league's most dynamic young rosters. Tampa Bay, which capped the 2002 season with a win in Super Bowl XXXVII, is no stranger to the international scene, having played a regular-season game in London in 2009 against the New England Patriots. The Tampa Bay region has also played host to four Super Bowls.

"We are honored to be selected to participate in the NFL International Series for a second time," says Buccaneers co-chairman **BRYAN GLAZER**. "We are looking forward to promoting Tampa Bay's emerging young team on the world stage. We have the longest running fan club of any NFL team in the U.K. and look forward to seeing so many familiar faces from the Bucs U.K. fan club at the game."

The Bears reached the NFC Championship Game last season and aim to advance one game further in 2011. One of the league's most historic franchises, the nine-time NFL champions helped introduce the sport to a U.K. audience in the mid-1980s. As the reigning Super Bowl XX champs, the Bears played a preseason game at Wembley Stadium on August 3, 1986, the first of the American Bowl series of games designed to introduce American football to fans around the world.

"Playing abroad will be a unique experience for our players and we embrace the opportunity to serve as ambassadors for our game," says Chicago head coach **LOVIE SMITH**, who guided the Bears to the NFC North division title last year. "It should be an excellent matchup with two teams coming off double-digit win seasons. We know Bears fans follow us from all over the world and we look forward to playing in front of many of them in London."

The International Series began on October 28, 2007, when the New York Giants defeated the Miami Dolphins 13-10 en route to a victory in Super Bowl XLII.

A look at what some of the players thought about playing in London:

PLAYER, TEAM	COMMENT
CB Ronde Barber, Tampa Bay	"The stadium and atmosphere were great. They did their best to simulate a home game for us. It was a nice experience."
QB Tom Brady, New England	"I think this experience will serve us well down the road. There are a lot of new players, and it's nice to come together and experience something like this. It's a unique bonding experience for all of us."
QB Drew Brees, New Orleans	"There are 32 teams in the NFL. The Saints and Chargers were the third and fourth teams to represent the NFL in London. That speaks volumes and I am honored to have been there."
WR Brandon Lloyd, Denver	"I thought it was an honor to play in Wembley Stadium. I think it was really cool. I loved the fact that the support was strong and seems like the fans are very knowledgeable on what was going on out there on the football field. I was surprised. It was definitely an exciting atmosphere."
QB Eli Manning, NY Giants	"The British fans were great. I hope the NFL continues to play games here. I would recommend playing here to any team. It felt like playing a normal regular-season game, but just in a different country."
CB Shawntae Spencer, San Francisco	"We've got to get an NFL team over here. The energy was unbelievable. There were a few times when Denver made a lot of good plays, big plays, and the fans stayed with it. The wave, the fans, the flags, it was just a lot of energy."

...MEANWHILE, IN TORONTO

The Buffalo Bills will continue to carry the NFL's international mantle up north to Toronto when they play the Washington Redskins on October 30 at the Rogers Centre.

"We are thrilled with this year's matchup," says **SILVIO D'ADDARIO**, Vice President of Events, Rogers Centre. "We will be ready to host an outstanding day of football and to deliver an exceptional overall gameday experience for the fans at Rogers Centre."

The Bills will cross Lake Ontario to play the Redskins during the regular season for the sixth of eight games over a five-year period in Toronto.



"Our goal for the 2011 Bills Toronto Series is to provide an extraordinary gameday experience at Rogers Centre and continue to build the Bills' fan base in the Greater Toronto Area," says Bills Executive Vice President of Strategic Planning **MARY OWEN**.

For the Redskins, this year's game will mark their first trip to Toronto and first international regular-season game.

"I think everyone looks forward to going to someplace they haven't been," says Washington head coach **MIKE SHANAHAN**. "I've heard so many great things about Toronto, relating to the population and what type of city it is. I've just heard all kinds of positive things. So I'm looking forward to that as is our team."

NFL owners unanimously approved a plan for the Bills to play a regular-season game in Toronto – Canada's largest city – each year from 2008-12 and preseason games in 2008, 2010 and 2012.



TOTAL MILES TRAVELED & NOTES ON 2011 TRAVEL

(2011 regular season)

1. San Francisco	29,196	17. Kansas City	14,424
2. Seattle	26,918	18. Pittsburgh	13,806
3. San Diego	26,740	19. Buffalo	13,640
4. Oakland	25,532	20. Philadelphia	13,276
5. Arizona	23,954	21. Houston	13,184
6. Tampa Bay	22,974	22. Washington	12,342
7. Miami	20,480	23. New York Jets	12,322
8. Dallas	20,232	24. Minnesota	11,756
9. Chicago	17,960	25. Carolina	11,246
10. Cleveland	16,188	26. Atlanta	11,118
11. Denver	16,130	27. Green Bay	10,510
12. New York Giants	15,428	28. New Orleans	10,380
13. St. Louis	15,278	29. Cincinnati	10,270
14. Baltimore	15,096	30. Jacksonville	9,944
15. New England	14,610	31. Indianapolis	9,554
16. Detroit	14,506	32. Tennessee	7,060

- The total air distance traveled by all teams during the regular season will be 506,054 miles.
- The teams of the NFC West (95,346) have the highest combined mileage total of all divisions.
- The remaining division totals ranking from highest to lowest are the AFC West (82,826), NFC East (61,278), AFC East (61,052), NFC South (55,718), AFC North (55,360), NFC North (54,732) and AFC South (39,742).
- Four teams – the **SAN FRANCISCO 49ERS** (29,196), **SEATTLE SEAHAWKS** (26,918), **SAN DIEGO CHARGERS** (26,740) and **OAKLAND RAIDERS** (25,532) – will "travel around the world" at least once. A trip around the globe is 25,000 miles.

IFAF HELPING SPREAD POPULARITY OF FOOTBALL AROUND THE GLOBE



The International Federation of American Football (IFAF) aims to spread the popularity of America's favorite sport around the world.

The organization unites 62 countries on six continents through a growing international sport. With national football federations in existence for more than 70 years, IFAF was created in 1998 to organize and further develop the game through international cooperation and global competition. It is sanctioned by the National Football League and NFL Players Association and received funding in 2008 from the NFL Youth Football Fund.

The key goals of IFAF include becoming recognized members of the international sporting community by earning recognition from the International Olympic Committee (IOC) and SportAccord. In 2003, the organization was granted provisional member status and in 2005 became a full member of SportAccord.

In 2007, IFAF launched a new membership development program with the mission to strengthen the quality of football in emerging federations and spread interest in the sport in those countries where a domestic structure does not yet exist. This year, IFAF began the process of introducing football to Africa, establishing Nigeria as the first IFAF federation on the African continent.

"Since IFAF was formed in 1998, the IFAF family has grown from 10 to 62 member countries and we have hosted events on four continents," says IFAF President **TOMMY WIKING**. "IFAF has created partnerships from Australia to Africa and from Serbia to South America. IFAF is proud to lead the growth of the sport internationally and we are confident that we will continue to increase our membership and also improve the standard at which the game is played around the world."

Some key accomplishments by IFAF include:

- IFAF membership has grown from governing 10 countries to 62 national federations since IFAF's formation in 1998.
- Establishment of a Junior World Championship for players ages 19 and under.
- Establishment of a Senior World Championship that has been played every four years since kicking off in 1999.
- Establishment of a Flag Football World Championship that has been played every two years since 2002.
- The first-ever IFAF Women's World Championship of American Football was held in 2010.
- IFAF is currently introducing football to Africa, establishing Nigeria as the first IFAF federation on the African continent.

UNITED STATES WINS INTERNATIONAL MEN'S WORLD CHAMPIONSHIP FOR AMERICAN FOOTBALL

The fourth International Federation of American Football (IFAF) Men's Senior World Championship was held in July with the United States defeating Canada, 50-7, in the gold medal game. Eight nations from four continents – Australia, Austria, Canada, France, Germany, Japan, Mexico and the United States – competed in Austria during the nine-day event which is held every four years.

Led by head coach Mel Tjeerdsma (Northwest Missouri State), offensive coordinator Larry Kehres (Mount Union) and defensive coordinator Lou Tepper (Illinois), the 45-man U.S. roster defeated Australia (61-0; right), Germany (48-7) and Mexico (17-7) to win Group A and advance to the championship game. Canada qualified by beating Austria, France and Japan.

More than 20,000 fans watched the championship game in Vienna, Austria, as the U.S. scored 30 points in the second quarter to take a 38-7 lead into halftime. Former University of Colorado quarterback Cody Hawkins completed 13 of 21 passes for 161 yards and two touchdowns. Former Southeast Missouri State running back Henry Harris led the U.S. with 105 rushing yards on 15 carries.



Former University of Mount Union running back Nate Kmic – the NCAA's all-time leading rusher with 8,074 career yards – was named the tournament's Most Valuable Player. Kmic finished with 26 receptions for 278 yards, 22 carries for 94 yards and five total touchdowns.

This was the second time the U.S. has taken part in the tournament. Team USA also won the gold medal in 2007, beating Japan, 23-20, in double-overtime during the championship game. Japan won the 1999 and 2003 tournaments.

"There is no question the level of play outside the U.S. is very good," said Tjeerdsma, who led Northwest Missouri State to three NCAA Division II national championships. "The teams we beat to win the gold played extremely hard every snap. I feel like the game internationally will continue to grow, and it is important for the U.S. to continue to put forth high-quality teams. It's given me a new perspective on this great game."

For more information, visit www.usafootball.com and www.ifaf.org.



NFL ON TV IN '11

The 2010 NFL season was the most-viewed season ever with a viewership growth for all NFL broadcast partners. After a record-setting year, the same broadcast partners are back to bring fans the 92nd season of NFL football.

A look at the NFL on TV in 2011:

- The combination of **CRIS COLLINSWORTH** and **AL MICHAELS** returns for a third season on NBC's *Sunday Night Football* broadcasts. They'll be joined by **MICHELE TAFOYA**, who enters her first season as NBC's sideline reporter. The team will announce the 2011 Kickoff game on Thursday, September 8 (8:30 PM ET), featuring the defending Super Bowl champion Green Bay Packers at home against the Super Bowl XLIV champion New Orleans Saints, and the opening *Sunday Night Football* game, when the New York Jets host the Dallas Cowboys on the 10th Anniversary of 9/11. NBC's season will end in Indianapolis when it televises Super Bowl XLVI on February 5, 2012.

"I could not be more happy about joining *Sunday Night Football*," says Tafoya. "I have so many good friends on this crew, including Al Michaels, Fred Gaudelli and Drew Esocoff. The last time I worked with all of them was at Super Bowl XL, so to be rejoining them this year for the season and another Super Bowl is a thrill."

- CBS kicks off its 52nd season of NFL coverage in award-winning fashion. **JIM NANTZ**, the lead play-by-play announcer for THE NFL ON CBS, is the 2011 recipient of the Pro Football Hall of Fame's Pete Rozelle Radio-Television Award, bringing the total number of current NFL ON CBS announcers honored with that award to four – **DON CRIQUI** (2003), **LESLEY VISSER** (2006), **DAN DIERDORF** (2008) and Nantz (2011). THE NFL TODAY's **SHANNON SHARPE** is the fourth current NFL ON CBS broadcaster to be inducted into the Pro Football Hall of Fame, joining colleagues **DAN DIERDORF**, **DAN FOUTS** and **DAN MARINO**. In addition, award-winning sportscaster **MARV ALBERT** joins THE NFL ON CBS announce team this season.

During Week 1, CBS carries a full slate of games, including the Pittsburgh Steelers visiting the division rival Baltimore Ravens on Sunday, September 11 at 1:00 PM ET. CBS will broadcast the second game of the Thanksgiving Day tripleheader when the Dallas Cowboys host the Miami Dolphins on Thursday, November 24 at 4:15 PM ET.

- FOX brings back Pro Football Hall of Fame quarterback **TROY AIKMAN** and **JOE BUCK** for their 10th year in the booth and kicks off its 18th season covering the NFL with the New York Giants visiting the Washington Redskins on September 11. The NFL on FOX's 2011 season is highlighted by two NFC North matchups featuring the Super Bowl XLV champion Green Bay Packers. The first is a rematch of last year's NFC Championship Game when the Chicago Bears visit Green Bay on Sunday, September 25 at 4:15 PM ET. Later in the season, the Packers will travel to Detroit for the annual Thanksgiving Day game at Ford Field on Thursday, November 24 at 12:30 PM ET. FOX also will travel across the Atlantic to cover the fifth annual International Series game when the Tampa Bay Buccaneers host the Bears on Sunday, October 23 at 1:00 PM ET at London's Wembley Stadium.
- ESPN brings back its dynamic trio of announcers – **MIKE TIRICO**, **JON GRUDEN** and **RON JAWORSKI** – for the 43rd season of *Monday Night Football*. ESPN's 17-game slate is highlighted by nine divisional matchups, including two on Kickoff Weekend when the New England Patriots visit the Miami Dolphins (7:00 PM ET) and the Denver Broncos host the Oakland Raiders (10:15 PM ET) on Monday, September 12. Two weeks later on Monday, September 26 (8:30 PM ET), *MNF* broadcasts an NFC East showdown when the Washington Redskins visit the Dallas Cowboys, one of the featured games during the NFL's celebration of Hispanic Heritage Month. And in Week 10, the defending Super Bowl champion Green Bay Packers host their NFC North rival Minnesota Vikings (Monday, November 14 at 8:30 PM ET).

- *Thursday Night Football* on NFL Network kicks off with a new announcing team as **MIKE MAYOCK** and **BRAD NESSLER** anchor the sixth season of eight live, primetime games beginning November 10 when the San Diego Chargers host the Oakland Raiders.

“The opportunity to call games on NFL Network is a dream come true,” said Mayock. “Working live games has always been the favorite part of my job and combined with the good fortune of being paired in the booth with a pro like Brad Nessler has me salivating for November 10th.”

On *TNF*, Thanksgiving is not only about football and food, but also about family. The first-ever Thanksgiving game in Baltimore features the Harbaugh brothers facing each other for the first time as rookie NFL head coach Jim Harbaugh and the San Francisco 49ers travel to Baltimore to meet head coach John Harbaugh and the Ravens on Thursday, November 24 at 8:00 PM ET. It also marks the first time in NFL history where siblings have faced each other as head coaches.

- SHOWTIME’s Emmy Award winning *Inside the NFL* returns on Wednesday, September 7 at 9:00 PM ET. Host **JAMES BROWN** joins analysts **CRIS COLLINSWORTH**, **PHIL SIMMS** and **WARREN SAPP** to breakdown all the action and debate the hottest topics from around the league each week. Produced in conjunction with NFL Films, world renowned filmmakers will infuse breathtaking, brilliant highlights from every game, every week, all in HD. New episodes air every Wednesday at 9:00 PM ET through Super Bowl XLVI.



FLEXIBLE SCHEDULING RETURNS

The highly successful “flexible scheduling” format, which debuted in the NFL in 2006, will again be utilized this year for Weeks 10-15 and 17.

In Weeks 10-15, the schedule lists the game tentatively set for *Sunday Night Football* on NBC. Only Sunday afternoon games are eligible to be moved to Sunday night, in which case the tentatively scheduled Sunday night game will be moved to an afternoon start time. Flexible scheduling will not be applied to games airing on Thursday, Saturday or Monday nights.

The schedule does not list a Sunday night game in Week 17, but an afternoon game with playoff implications will be moved to that time slot to conclude the season. The Christmas night game between the Bears and Packers in Week 16 will not be flexed.

A flexible scheduling move will be announced at least 12 days before the game. For Week 17, the game may be announced six days prior. Flexible scheduling will ensure quality matchups on Sunday night in those weeks and give “surprise” teams a chance to play their way onto primetime.

NFL ANNOUNCER LINEUP FOR 2011

CBS
CBS’ The NFL Today (Pregame): James Brown-Bill Cowher-Boomer Esiason-Dan Marino-Shannon Sharpe-Charley Casserly.
The NFL on CBS: Jim Nantz-Phil Simms; Greg Gumbel-Dan Dierdorf; other crews TBA.
FOX
FOX NFL Sunday (Pregame): Curt Menefee-Terry Bradshaw-Howie Long-Jimmy Johnson-Michael Strahan-Jay Glazer-Frank Caliendo.
NFL on FOX: Joe Buck-Troy Aikman-Pam Oliver; Kenny Albert-Daryl Johnston-Tony Siragusa; Thom Brennaman-Brian Billick; Dick Stockton-John Lynch; Chris Myers-Tim Ryan; Ron Pitts-Jim Mora, Jr.; Sam Rosen-Chad Pennington
NBC
NBC’s Football Night in America (Pregame): Bob Costas-Dan Patrick-Tony Dungy-Rodney Harrison-Peter King.
Sunday Night Football: Al Michaels-Cris Collinsworth-Michele Tafoya.
ESPN
Sunday NFL Countdown (Pregame): Chris Berman-Cris Carter-Mike Ditka-Tom Jackson-Keyshawn Johnson-Tom Jackson-Chris Mortensen-Ed Werder-Sal Paolantonio-Adam Scheffer-Michael Smith-Rachel Nichols-Bob Holtzman.
Monday Night Countdown (Pregame): Chris Berman-Stuart Scott-Cris Carter-Trent Dilfer-Mike Ditka-Tom Jackson-Keyshawn Johnson-Chris Mortensen-Adam Scheffer-Steve Young; Suzy Kolber.
NFL Monday Night Football: Mike Tirico-Ron Jaworski-Jon Gruden.

NFL NETWORK

NFL GameDay Morning (Sunday Pregame): Rich Eisen-Marshall Faulk-Steve Mariucci-Warren Sapp-Kurt Warner.

Total Access (Pregame): Rich Eisen- Steve Mariucci-Deion Sanders-Marshall Faulk-Kara Henderson-Alex Flanagan.

Thursday Night Football: Mike Mayock-Brad Nessler-Alex Flanagan.

SHOWTIME

Inside the NFL: James Brown-Cris Collinsworth-Phil Simms-Warren Sapp.



NFL '11



NFL MOBILE Only from **verizon**



NFL ON THE GO AND ONLINE

The NFL is bringing fans live NFL games and highlights in more places than ever before.

- *NFL Mobile only from Verizon Wireless* delivers to mobile devices NFL Network's eight *Thursday Night Football* games, NBC's 18 *Sunday Night Football* games as well as the NFL's RedZone channel showing every touchdown from every game on Sunday afternoons. Fans also may listen to live audio from every game with *NFL Mobile*.
- The NFL's new optimized tablet application, *NFL '11*, delivers to fans the ability to listen to every game live and on-demand with Audio Pass as well as postgame video highlights from every game.
- NFL.com offers fans the ability to listen to every game live and on-demand with *Audio Pass* and watch every NFL game, commercial-free, after it's over with *Game Rewind*.
- *NFL.com/Live* is a complementary product to NFL Network's *Thursday Night Football*, providing fans with a unique studio show and analysis paired with live look-ins during the game.
- For fans following the games on NFL.com's Game Center, select in-game highlights are posted minutes after plays happen. At the conclusion of each game, more highlights are posted in the form of a highlights package linked to each Game Center.



NFL.COM



NFL RADIO 2011: WESTWOOD ONE COVERS PRIMETIME & HOLIDAYS; SIRIUSXM FEATURES THE LEAGUE 24/7

Not near a TV? No problem.

NFL fans can listen to games on the radio in a number of ways – on Westwood One and on SiriusXM NFL Radio.

WESTWOOD ONE remains the exclusive network radio partner of the NFL, its 25th consecutive season with that distinction.

The 2011 Westwood One NFL broadcast schedule features 58 national games, including the Thursday night kickoff game, all primetime games, Thanksgiving and Christmas games, and the entire postseason, including the Pro Bowl and Super Bowl XLVI.

In addition, Westwood One's primetime NFL broadcasts can be heard on SiriusXM Satellite Radio, as well as online as part of Audio Pass on NFL.com.

Westwood One also broadcasts a Sunday afternoon NFL doubleheader each week during the regular season and produces weekly specialty programs, including *The NFL Today*, *NFL Preview*, *NFL Insider*, *NFL Sunday* and *NFL Fantasy Football Forecast*.

WESTWOOD ONE

PROGRAM	GAME ANNOUNCERS	PREGAME/HALFTIME HOST
Monday Night Football	Kevin Harlan and Boomer Esiason	Jim Gray
Sunday Night Football	Dave Sims and James Lofton	Scott Graham
Thursday Night Football	Ian Eagle and Trent Green	Scott Graham
Sunday Afternoon NFL Doubleheaders	Howard David and Tony Boselli	Scott Graham
	Kevin Kugler and Mark Malone	Scott Graham

This year will mark the NFL's eighth season on **SIRIUSXM RADIO**, America's satellite radio company delivering to subscribers commercial-free music channels, premier sports, news, talk, entertainment, and traffic and weather.

SiriusXM provides live play-by-play of every NFL game – from the preseason all the way to the Pro Bowl and Super Bowl XLVI – to both Sirius subscribers and XM Premier (formerly known as “The Best of Sirius”) subscribers.

SiriusXM will also broadcast NFL play-by-play online for its satellite radio subscribers starting with the 2011 season.

SIRIUSXM NFL RADIO, available nationwide on channel 88 on Sirius and XM Premier, continues to produce the most in-depth radio coverage of the NFL as the only radio channel dedicated to pro football 24 hours a day, 365 days a year. SiriusXM NFL Radio offers a daily lineup of exclusive talk programming hosted by former NFL stars and radio personalities and airs a live simulcast of NFL Network's signature show, *NFL Total Access*, every weekday at 7:00 PM ET.

SiriusXM NFL Radio is also available to listeners on SiriusXM Internet Radio and through the SiriusXM Internet Radio App for select wireless and smartphone devices. (For more information visit siriusxm.com/mobile).

SIRIUSXM NFL RADIO SCHEDULE

WEEKDAY PROGRAMMING	TIME (All times ET)	HOSTS
“The Morning Kickoff”	6:00-7:00 AM	Ross Tucker
“The Opening Drive”	7:00-11:00 AM	Bob Papa, Ross Tucker, Peter King, Carl Banks
“The SiriusXM Blitz”	11:00 AM-3:00 PM	Adam Schein, Rich Gannon, Jim Miller
“Madden Football”	Wednesdays only 2:00-3:00 PM	John Madden, Adam Schein, Rich Gannon
“Movin’ the Chains”	3:00-7:00 PM	Tim Ryan, Pat Kirwan
NFL Network's “Total Access”	7:00-8:00 PM	

"Late Hits"	8:00-11:00 PM	Gil Brandt, Jim Miller, Randy Cross
SATURDAY PROGRAMMING		
"The Weekend Kickoff"	TIME (All times ET)	HOSTS
"The Weekend Kickoff"	8:00-11:00 AM	Howard David, Dan Leberfeld
"Press Coverage"	11:00 AM-2:00 PM	Vic Carucci, Dean Dalton
"Chalk Talk"	2:00-4:00 PM	Andrew Bogusch
"The End Zone"	4:00-7:00 PM	Pat Kirwan
"Late Hits"	7:00-11:00 PM	Zig Fracassi, Jim Miller
SUNDAY PROGRAMMING		
"The Stadium Tailgate Show"	TIME (All times ET)	HOSTS
"The Stadium Tailgate Show"	9:00 AM-12:00 PM	Adam Schein, John Madden, Gil Brandt
"The Sunday Drive"	12:00-8:00 PM	Steve Torre
"NFL Rewind"	8:00 PM-12:00 AM	Jack Arute, Jim Miller

BACK TO FOOTBALL

10-WIN TEAMS

A record-tying 13 teams (chart below) won at least 10 games in 2010 – New England (14), Atlanta (13), Baltimore (12), Pittsburgh (12), Chicago (11), New Orleans (11), New York Jets (11), Green Bay (10), Indianapolis (10), Kansas City (10), New York Giants (10), Philadelphia (10) and Tampa Bay (10). Thirteen teams also did so in 2003 and 2005.

TEAM	RECORD	ADVANCED TO
New England	14-2	Divisional Playoffs
Atlanta	13-3	Divisional Playoffs
Baltimore	12-4	Divisional Playoffs
Pittsburgh	12-4	Super Bowl XLV
Chicago	11-5	NFC Championship
New Orleans	11-5	Wild Card Playoffs
New York Jets	11-5	AFC Championship
Green Bay	10-6	Won Super Bowl XLV
Indianapolis	10-6	Wild Card Playoffs
Kansas City	10-6	Wild Card Playoffs
New York Giants	10-6	Missed playoffs
Philadelphia	10-6	Wild Card Playoffs
Tampa Bay	10-6	Missed playoffs





RODGERS RANKS NO. 1



Green Bay Packers quarterback and Super Bowl XLV MVP **AARON RODGERS** (left) has another accolade to add to his résumé. On the list of the top 25 NFL player jerseys sold on NFLShop.com, Rodgers is number one.

Since April 1, Rodgers' No. 12 Packers jersey is the top seller among all NFL players.

Five participants in Super Bowl XLV – Rodgers, Pittsburgh Steelers safety **TROY POLAMALU** (No. 2), Packers linebacker **CLAY MATTHEWS** (4), Steelers wide receiver **HINES WARD** (10) and Steelers quarterback **BEN ROETHLISBERGER** (13) – rank among the top 25 over that span.

Fourteen of the top 25 best-selling NFL player jerseys belong to quarterbacks, including seven in the top 10.

Following are the top-selling player jerseys from April 1-June 30, 2011:

TOP-SELLING NFL PLAYER JERSEYS

1	Aaron Rodgers	Green Bay Packers	14	Ray Lewis	Baltimore Ravens
2	Troy Polamalu	Pittsburgh Steelers	15	DeSean Jackson	Philadelphia Eagles
3	Tony Romo	Dallas Cowboys	16	Sam Bradford	St. Louis Rams
4	Clay Matthews	Green Bay Packers	17	Mark Sanchez	New York Jets
5	Tom Brady	New England Patriots	18	Eli Manning	New York Giants
6	Michael Vick	Philadelphia Eagles	19	Brett Favre	Minnesota Vikings
7	Tim Tebow	Denver Broncos	20	Adrian Peterson	Minnesota Vikings
8	Peyton Manning	Indianapolis Colts	21	Philip Rivers	San Diego Chargers
9	Drew Brees	New Orleans Saints	22	Jason Witten	Dallas Cowboys
10	Hines Ward	Pittsburgh Steelers	23	Peyton Hillis	Cleveland Browns
11	Marion Barber	Dallas Cowboys	24	Brian Urlacher	Chicago Bears
12	Ndamukong Suh	Detroit Lions	25	Matt Ryan	Atlanta Falcons
13	Ben Roethlisberger	Pittsburgh Steelers			

Source: NFLShop.com



Troy Polamalu



Drew Brees



Ndamukong Suh



DeSean Jackson

WOMEN'S IMPACT ON NFL KEEPS GROWING

The "Super Bowl for Women?" The Super Bowl.

On average, 43.5 million women watched Super Bowl XLV, more than doubling the number of women who watched the 83rd Annual Academy Awards a month later (21.4 million). Super Bowl XLV had the most female viewers for any show in the past 17 years and increased four percent over the 41.9 million women who watched Super Bowl XLIV.

Overall, 93 million women (nearly eight in 10 women) watched the 2010 NFL season and roughly 310,000 women attended NFL games each weekend. Forty-four percent of NFL fans are women and the NFL is the favorite sport among women ages 12 and older according to a 2010 *ESPN Sports Poll*.

But women are not just watching NFL games. Women are also showing support for their favorite teams with their shirts, yoga pants and even flip flops.

The NFL and its licensees have produced apparel fit for women since 2000. The initial concept was to "shrink it and pink it," taking a jersey fit for a man, shrinking it down and dyeing it pink. Over the years, the NFL and its licensees evolved their portfolio of product and introduced apparel specifically designed for women. NFL Women's Apparel grew from offering jerseys cut to fit a woman's shape to include fitted t-shirts, customized jeans, yoga mats and pants, bedazzled and plush flip flops and on-trend products such as animal-print burnout tees and retro sport burnout tees.

In 2010, the NFL introduced a campaign that spoke directly to their female fans on their terms titled *NFL Women's Apparel: Fit For You*. The campaign included print ads, television commercials, a digital look book and a new website. The ads featured wives and daughters of NFL owners, coaches and players modeling NFL apparel paired in a stylish way with everyday wear and tagged with lines such as "Love your team without looking like you're on it." As a result, NFL Women's Apparel has increased by a factor of 21 since 2001.

TANYA SNYDER (right), the wife of Washington Redskins owner **DAN SNYDER**, emerged as a leader of this campaign. Tanya Snyder had a career in the fashion industry, so lending her name and energy to this campaign was a natural fit.

"I am passionate about family, football and fashion, and I am thrilled to be part of the NFL Women's Campaign that not only combines my personal interests, but more importantly, unites all of the women in the NFL," says Snyder. "Representing the Washington Redskins in this platform is a true honor for me, and I look forward to working with women representing all 32 clubs in this new and inspiring campaign as we share in the spirit, enjoy the rivalry and show our love of the game as we unite female fans all across America."

Nine women from the NFL family were featured in the 2010 print ads including **LINDA** and **HOPE DEL RIO** (wife and daughter of Jacksonville Jaguars head coach **JACK DEL RIO**) and **MICHELLE RYAN** (wife of New York Jets head coach **REX RYAN**). Other women of the NFL family participated in online style videos and 5K walk-run events promoting the campaign.

NFL Women's Apparel is launching year two of the campaign in 2011. In addition to some of the same faces including Snyder, new women planning to participate include: **CHARLOTTE JONES ANDERSON** (daughter of Dallas Cowboys owner **JERRY JONES**), **SUZANNE JOHNSON** (wife of New York Jets owner **WOODY JOHNSON**), **GWEN REESE** (wife of New York Giants general manager **JERRY REESE**), sisters-in-law **INGRID** (wife of Baltimore Ravens head coach **JOHN HARBAUGH**) and **SARAH HARBAUGH** (wife of San Francisco 49ers head coach **JIM HARBAUGH**), and four Super Bowl XLV champions – **ALEX MC CARTHY** (daughter of Green Bay Packers head coach **MIKE MC CARTHY**) and **ANNA, EMILY** and **KATIE MURPHY** (daughters of Packers president **MARK MURPHY**).

TRACEY BLECZINSKI, the NFL's Vice President of Apparel, helped bring this concept to life. Recognizing that in order to reach women the NFL needed to go to where women already were and speak to them on their terms, Blecinski and her team developed the innovative campaign that appeared in female-targeted publications such as *People*, *Shape* and *InStyle*.

"The first year of the campaign exceeded our expectations and goals," says Blecinski. "We gave our female fans the opportunity to be themselves and still love and support their team, and they answered our call. We are pleased so many women across the NFL family want to be involved this year and we look forward to bringing some of our most passionate fans new ways to wear their passions on their sleeves."

Snyder and Blecinski are just two examples of women within the NFL who are making a difference.



A list of female executives in the NFL at the vice president level and above:

NAME	TITLE	ORGANIZATION
Jo Lynn Allen	President & CEO, Vulcan Inc.	Seattle Seahawks
Charlotte Anderson	EVP/VP of Brand Management/President Charity Foundation	Dallas Cowboys
Michelle Andres	VP of Digital Media	Baltimore Ravens
Dawn Aponte	SVP of Football Administration	Miami Dolphins
Mary Pat Augenthaler	VP of Event Production	National Football League
Karen Beckman	CFO & VP of Finance	Seattle Seahawks
Katie Blackburn	Executive VP	Cincinnati Bengals
Tracey Bleczynski	VP of Apparel	National Football League
Jeanne Bonk	Executive VP/CFO	San Diego Chargers
Robin Boudreau	VP of Human Resources	New England Patriots
Pat Curley	Vice President of Information Technology	New England Patriots
Anastasia Danias	VP of Legal Affairs	National Football League
Susan Darrington	VP/Facility Operations & Services	Seattle Seahawks
Gabrielle Dow	VP of Marketing	Baltimore Ravens
Jen Ferron	SVP of Marketing and Brand Development	New England Patriots
Tammy Fruits	VP of Sales & Marketing	Kansas City Chiefs
Nancy Galietti	VP of Information Technology	National Football League
Jessica Gelman	Vice President of Customer Marketing and Strategy	New England Patriots
Gretchen Geitter	VP of Community Relations	Buffalo Bills
Darcie Glazer Kassewitz	Co-President, Glazer Family Foundation	Tampa Bay Buccaneers
Molly Higgins	VP of Corporate Communications & Civic Affairs	St. Louis Rams
Tery Howard	SVP/Chief Technology Officer	Miami Dolphins
Nancy Hubacher	VP of Sales & Marketing	Washington Redskins
Patty Inglis	EVP, Stadium Project	San Francisco 49ers
Kalen Irsay	Vice President	Indianapolis Colts
Casey Irsay-Foyt	Vice President	Indianapolis Colts
Carlie Irsay-Gordon	Vice President	Indianapolis Colts
Dena Kaplan	SVP of Consumer Marketing	NFL Network
Jenneen Kaufman	VP/CFO	Tennessee Titans
Cindy Kellogg	VP of Community Development	Denver Broncos
Jennifer Langton	VP of Business Ventures Finance	National Football League
Rita Benson LeBlanc	Owner/Executive VP	New Orleans Saints
Marilan Logan	VP and Controller	Houston Texans
Allison Maki	VP of Finance and Administration	Detroit Lions
Virginia McCaskey	Owner	Chicago Bears
Penny McPhee	President, Arthur M. Blank Family Foundation	Atlanta Falcons
Betsy Mitchell	VP of Organizational/Staff Development	Green Bay Packers
Vicky Neumeyer	VP/General Counsel	New Orleans Saints
Mary Owen	EVP, Strategic Planning	Buffalo Bills
Tracy Perlman	VP of Entertainment Marketing & Promotions	National Football League
Christine Procops	SVP & CFO	New York Giants
Lucia Rodriguez	Owner/Chair of Community Outreach	St. Louis Rams
Rosemary Roser	VP, Controller	National Football League
Kim Shreckengost	EVP – Chief of Staff, AMB Group, LLC.	Atlanta Falcons
Kennie Smith	Executive in Charge of Project Management	NFL Films
Suzie Thomas	SVP/General Counsel/Chief Administration Officer	Houston Texans
Amy Trask	Chief Executive	Oakland Raiders
Kelly Urquhart	VP of Events	Detroit Lions
Delores Barr Weaver	Co-Owner and Chair, Jaguars Foundation	Jacksonville Jaguars
Christina Weiss-Lurie	President of Eagles Youth Partnership	Philadelphia Eagles
Jaime Weston	VP of Brand Creative	National Football League
Kimberly Williams	COO	NFL Network
Denise DeBartolo York	Owner	San Francisco 49ers

FOOTBALL'S POPULARITY IN HIGH SCHOOL KEEPS GROWING

Football is the sport of choice for more and more high school students each year. According to the National Federation of State High School Associations, the number of participants on 11-player football teams was 1,110,527 last year. The 1,109,278 boys involved in the sport account for approximately 25 percent of the 4,455,740 boys that participate in athletics. For the 12th year in a row, involvement in football surpassed the one-million mark.

The number of participants playing high school football on 11-, nine-, eight-, and six-player teams is significantly larger than the next most-played sport, outdoor track and field, in which 572,123 boys participated.

MOST POPULAR BOYS HIGH SCHOOL SPORTS

SPORT	NUMBER OF PARTICIPANTS
Football (11-man)	1,109,278
Track and Field	572,123
Basketball	540,207
Baseball	472,644
Soccer	391,839

Texas boasts the most high-school students playing football with 161,210 participants. California, however, had the most players selected in the 2011 NFL Draft with 42, topping last year's leader, Florida (34).

The breakdown of states with double-digit players drafted by NFL clubs in 2011:

STATE	PLAYERS DRAFTED
California	42
Florida	36
Texas	29
Georgia	19
North Carolina	10
Ohio	10



A total of 243 high schools contributed to the 254 players selected in the seven rounds of the 2011 NFL Draft. There were 11 schools with two or more players selected. Colton High School in Colton, California led all high schools with three players – **ALLEN BRADFORD** (Tampa Bay), **JIMMY SMITH** (Baltimore) and **SHAREECE WRIGHT** (San Diego) – chosen in the 2011 NFL Draft.

“Our staff is very proud,” says Colton head coach **RICHARD BRAY**. “It is great for the school, the city of Colton, and our program. We are happy for their chance to keep playing a sport that all three young men have played since childhood. This starts a new tradition for Colton football, one that others will try to carry on.”

The breakdown of high schools that had multiple players drafted by NFL clubs in 2011:

HIGH SCHOOL	TOTAL	PLAYERS (NFL TEAM/ROUND)
Colton (Colton, CA)	3	Allen Bradford (Tampa Bay/6); Jimmy Smith (Baltimore/1); Shareece Wright (San Diego/3)
Aliquippa (Aliquippa, PA)	2	Jonathan Baldwin (Kansas City/1); Tommie Campbell (Tennessee/7)
Blanche Ely (Pompano Beach, FL)	2	Patrick Peterson (Arizona/1); J.T. Thomas (Chicago/6)
East Ridge (Clermont, FL)	2	Chimdi Chekwa (Oakland/4); Greg Lloyd (Philadelphia/7)
Fort Dorchester (Charleston, SC)	2	Byron Maxwell (Seattle/6); Robert Quinn (St. Louis/1)
Gwynn Park Senior (Brandywine, MD)	2	Rashad Carmichael (Houston/4); Phil Taylor (Cleveland/1)
John I Leonard (Greenacres, FL)	2	Kenrick Ellis (NY Jets/3); Markus White (Washington/7)
Kaiser (Fontana, Calif.)	2	Chris Carter (Pittsburgh/5); David Carter (Arizona/6)
Lakeland (Lakeland, FL)	2	Ahmad Black (Tampa Bay/5); Mike Pouncey (Miami/1)
Rancho Verde (Moreno Valley, CA)	2	D'Aundre Reed (Minnesota/7); Tyron Smith (Dallas/1)
Saint Thomas Aquinas (Fort Lauderdale, FL)	2	Marcus Gilbert (Pittsburgh/2); Leonard Hankerson (Washington/3)

THE GIRLS ARE OUT THERE, TOO

Girls are playing flag football in growing numbers across the country.

The NFL, through the **NFL-USA FOOTBALL GIRLS FLAG FOOTBALL LEADERSHIP PROGRAM**, is pursuing the establishment of girls flag football as a recognized high school sport across the country and encouraging schools to offer flag football as a varsity sport for girls. In 2008, the NFL identified 10 cities with high levels of interest in recreational girls flag football and selected one girl in each city to advocate for the establishment of girls flag football as a legitimate high school sport.



YOUTH ★ FOOTBALL ★

The NFL worked with each one of these representatives as she championed for the establishment of girls flag football in her school district. The NFL also helped subsidize the program for every high school that agreed to sanction a girls flag program, providing free flag football equipment as well as coaching and officiating manuals.

“We are just thrilled to be able to provide an avenue for girls to do this if they want to play in a girls-only league,” says **SAMANTHA RAPOPORT**, senior manager of flag and female football development for USA Football.

With the help of those original representatives, programs were established in seven states during the 2008-09 school year. In the 2009-10 school year, the number of girls involved in high school flag football continued to grow with programs developing in cities such as New York, Pittsburgh, Chicago, Santa Rosa (CA), and Reseda (CA).

With the recent addition of programs in New Orleans, Braintree (MA), Torrance (CA) and Harrisburg (PA) this past school year, more than 22,000 girls now participate in high school flag football recreationally. According to the National Federation of State High School Associations, Florida alone boasts more than 5,000 recreational girls flag football players and has recognized a high school champion since 2003.

“It was at the high school level, but now we are expanding to all levels of school: elementary, junior, and high schools,” says Rapoport. “In flag football, there’s really a position for every girl. However big you are, however small you are, however fast, there is a position for you on the field. So it lends itself well to attracting girls from all walks of life.”

The breakdown of girls high school football programs during the 2009-10 school year:

PROGRAM	NUMBER OF PROGRAMS
11-player	1,249
9-player	3
8-player	98

NFL-USA Football Girls Flag Football Leadership Program participants attended the NFL-USAF Girls FLAG Showcase as part of the NFL Experience prior to Super Bowl XLV. Hundreds of girls flag football players from Austin, Texas participated in a round-robin style tournament. The winning team had the opportunity to play in a five-on-five scrimmage against members of USA Football’s U.S. Women’s National Team.

Dallas Cowboys running back **TASHARD CHOICE** was in attendance at the NFL-USAF Girls FLAG Showcase and tweeted, “I’m at this NFL experience and I have to say it’s awesome to see middle school girls play flag football.”

Both girls and boys also had the opportunity to participate in the NFL Play 60 Expo, where 13 members of the U.S. Women’s National Team taught the flag football players the skills they would need to excel at the sport.

“It’s opening their minds to something completely different,” says National Team running back **OKIIMA PICKETT**.

Former NFL players have supported initiatives involving women in football as well. Pro Football Hall of Famer **FRANCO HARRIS** is a co-owner of the Pittsburgh Passion, a Women’s Football Alliance (WFA) team.



Teams from both the WFA and Independent Women’s Football League (IWFL) have become involved in fostering girls flag football initiatives in their respective areas. Last fall, the IWFL New York Sharks partnered with NFL FLAG and the New York Jets to sponsor an event hosted by New York City’s CHAMPS Middle School and Fitness League, which offers athletic opportunities to students regardless of ability. As the NFL-USA Football Girls Flag Football Leadership Program continues to expand, women’s football teams show their support for the development of girls flag football programs at the elementary, junior, and high school levels in the future.



USA FOOTBALL/NFLPA ALL-FUNDAMENTALS TEAM SALUTES NFL PLAYERS

Twenty-six players – 11 offense, 11 defense, four special teams – are chosen annually for the USA Football/NFL Players Association All-Fundamentals Team. Selected for consistently employing the fundamentals of their position along with making an impact in their communities, this group provides youth football players examples of how to properly play the sport and help others off the field.



The team is selected by USA Football board member **MERRIL HOGE** and USA Football Chairman **CARL PETERSON** along with other former NFL players and coaches, including **JASON BELSER, TOM CARTER, HERM EDWARDS** and **SCOTTIE GRAHAM**.

Two NFL players have earned a spot on the team for both 2009 and 2010: NT **HALOTI NGATA** of the Baltimore Ravens and Detroit Lions DE **KYLE VANDEN BOSCH**.

Employing proper technique improves a youth player's performance and increases safety, particularly when blocking and tackling. Knowing football fundamentals advances a safe and positive football experience for the three million American children age 6-14 who enjoy the game through organized youth leagues.

As part of the honor, All-Fundamentals Team players designate a youth or high school football program to receive a \$1,500 equipment grant from USA Football.

For more, visit: www.allfundamentalsteam.com.

USA FOOTBALL NAMES TACKLE ADVISORY COMMITTEE TO HELP AMERICA'S YOUTH COACHES TEACH FUNDAMENTALS

USA Football's Tackle Advisory Committee, the first committee of its kind to benefit America's youth football community, has helped develop a tackling progression model – a step-by-step process for youth coaches to introduce contact and teach tackling fundamentals in proper order. The tackle progression and its drills were created by USA Football, the official youth football development partner of the NFL and its 32 clubs.

USA Football Tackle Advisory Committee members:

- **PAT FITZGERALD:** head football coach at Northwestern University; two-time National Defensive Player of the Year
- **MERRIL HOGE:** standout NFL running back from 1987-94; ESPN NFL analyst and USA Football board member has coached youth football since 2005
- **CHRIS MERRITT:** former Indiana University defensive back is now the head football coach at Miami Christopher Columbus High School
- **JIM MORA:** NFL Network analyst and former head coach of the Atlanta Falcons and Seattle Seahawks, Mora was a walk-on linebacker at the University of Washington
- **DR. DAVID YUKELSON:** member of USA Football's Football and Wellness Committee, Yukelson is the sport psychologist for Penn State University

Material approved by the committee will be integrated into USA Football's online certified tackle coaching course, a virtual instructional film room and a drills library on usafootball.com. Approximately three million American children age 6-14 play organized tackle football and more than 400,000 American adults volunteer their time to coach youth football

USA FOOTBALL MONTH ADVANCES FUNDAMENTALS AND DEVELOPMENT FOR YOUTH GAME

August is USA Football Month!

America gathers for its favorite sport as the game's fundamentals are practiced in parks and on fields across the country in August by more than three million kids age 6-14 and over one million high school players.



The NFL recognizes USA Football as the premier organization to strengthen those fundamentals on the sport's grassroots levels for players, coaches and game officials. USA Football offers the sport's most advanced coaching and officiating education courses and player development resources with 3-D computer animation and video at usafootball.com. Player isolation video from NFL Films found at usafootball.com breaks down techniques of the NFL's most fundamentally-sound players. USA Football conducts more than 80 football development events annually for coaches, players and youth league commissioners, many of which involve the commitment of NFL teams.

USA Football ensures a positive football experience for the millions of people who power the sport on youth levels and weaves into its curriculum the game's inherent character-building values of responsibility and teamwork. USA Football members – players, coaches, game officials and youth league commissioners – reside in all 50 states and Washington, D.C.

Fans will become familiar with USA Football Month in numerous ways throughout August:

- USA Football's red-white-and-blue logo will be stenciled on NFL playing fields (above).
- USA Football end zone banners will be featured in NFL stadiums.
- Special messaging on NFL team web sites and in preseason game programs.
- Local youth teams will be invited to play in their NFL team's stadium on preseason gamedays (right).

The NFL and each of the league's 32 teams named USA Football their official youth football development partner in 2009, marking the first time in league history that an organization has earned the designation.

USA Football was endowed by the NFL and NFL Players Association through the NFL Youth Football Fund in 2002 and is chaired by former NFL team executive Carl Peterson.



NFL HIGH SCHOOL PLAYER DEVELOPMENT SCORES WITH STUDENTS

When NFL players take the field this fall, more than 20 of them will carry the skills and character development lessons they learned by taking part in the NFL High School Player Development (HSPD) program as teenagers.

Since its inception in 2001, the NFL's national HSPD program has provided participants with a curriculum that focuses on inspiring excellence in the classroom, community and on the playing field. The program, which is partially funded by the NFL Youth Football Fund, is free for students and reached more than 30,000 high schoolers at more than 150 sites in 36 states this spring and summer.

The character development and life skills portion of the program features guest speakers and discussions on life after high school. Participants learn about the importance of time management, setting goals, sportsmanship and teamwork. Students also take part in a Centers for Disease Control session about player safety, including concussion treatment and management.

The National Guard's sponsorship of the HSPD program began in 2009. During each session, members of the National Guard speak with participants about personal development and community service while providing support to coaches on site.



NFL players who are graduates of the program include Baltimore Ravens running back **RAY RICE**, tackle **JARED GAITHER**, Washington Redskins cornerback **KEVIN BARNES**, Buffalo Bills defensive end **AARON MAYBIN**, Miami Dolphins cornerback **VONTAE DAVIS**, Detroit Lions wide receiver **DERRICK WILLIAMS** (left) and linebacker **LEON WILLIAMS**.

“The program showed us the many ways for a young adult to become a man,” says Rice. “The message is simple, but it sets you up for life. Football, like life, is all about the intimate details.”

Derrick Williams also remembers the impact the program had on him as a teenager.

“They brought in NFL players to talk to us and tell us what we needed to do to be good people,” recalls Williams. “They didn’t really tell us how to make the league, they told us how to make it in life. It made our team bond together.”

For more information, visit www.nflyouthhspd.com.



NFL AND LOCAL INITIATIVES SUPPORT CORPORATION ANNOUNCE \$2.5 MILLION IN FIELD GRANTS AS PART OF NFL GRASSROOTS PROGRAM

As part of a 13-year, \$30 million NFL commitment to enhancing low-income communities, the league joined with Local Initiatives Support Corporation (LISC) this summer to announce \$2.5 million in field grants through the NFL Grassroots Program.

The program, a partnership between the NFL Youth Football Fund and LISC, the nation’s leading community development support corporation, has resulted in the construction or renovation of 243 football fields nationwide in the past 13 years. Fields are newly built or significantly renovated, with improvements such as irrigation systems, lights, bleachers, scoreboards, goal posts and turf. Grassroots grants are issued once established funding thresholds are reached for each project.

This year’s field grants went to the following projects in NFL markets:

TEAM AFFILIATION	FIELD LOCATION
Arizona Cardinals	Phoenix, AZ; Riverside Elementary School District
Atlanta Falcons	Atlanta, GA; Park Pride
Buffalo Bills	Buffalo, NY; Buffalo Legacy Project
Chicago Bears	Chicago, IL; Parkways Foundation
Cincinnati Bengals	Cincinnati, OH; Cincinnati Public School District
Cleveland Browns	Toledo, OH; East Toledo Junior Football League
Minnesota Vikings	Minneapolis, MN; Minneapolis Public Schools
New England Patriots	Nashua, NH; Nashua School District
New Orleans Saints	New Orleans, LA; Algiers Economic Development Foundation
Philadelphia Eagles	Camden, NJ; Camden Board of Education
St. Louis Rams	St. Louis, MO; PHL, Inc./St. Louis Public School District
San Diego Chargers	San Diego, CA; Sweetwater Union High School District
San Francisco 49ers	San Francisco, CA; South San Francisco Unified School Dist.

“We are pleased to work with LISC to provide young people with access to quality playing fields where children can ‘play 60’ in a safe environment,” says NFL Commissioner **ROGER GOODELL**. “Community fields are pillars of their neighborhoods, where kids and their families bond with each other and their peers. It’s what the NFL is all about.”

LISC identifies local, nonprofit, neighborhood-based agencies with an interest in building or refurbishing football fields in schools and parks. Through the program, the local agencies are provided with the necessary financing and technical assistance to improve the quality and safety of fields in their neighborhoods. The local agencies oversee the construction, maintenance and programming of the fields.

“These fields are a critical part of our efforts to create sustainable communities – places where people want to live, work and raise families,” says **MICHAEL RUBINGER**, LISC’s president and CEO. “Through their contributions, the NFL and NFLPA are not only creating places for young people to compete in football and other sports, they’re also making countless neighborhoods better and stronger.”



EIGHT COLLEGES TO ADD FOOTBALL PROGRAMS IN 2011

As the anticipation for football season continues to build, fans can look forward to more action on college campuses this fall. **Eight colleges plan to launch football programs in 2011 while 17 others prepare to debut squads by 2015.**

Three universities will join the NCAA football ranks this fall. The **UNIVERSITY OF TEXAS AT SAN ANTONIO** (San Antonio, Texas) is the largest institute to open in 2011 and will compete as a Division I-FCS squad, while **PRESENTATION COLLEGE** (Aberdeen, South Dakota) and **STEVENSON UNIVERSITY** (Owings Mills, Maryland) will launch in Division III.

The National Association of Intercollegiate Athletics (NAIA) welcomes four universities (**AVE MARIA UNIVERSITY**, Ave Maria, Florida; **CONCORDIA UNIVERSITY**, Ann Arbor, Michigan; **ROBERT MORRIS UNIVERSITY**, Chicago, Illinois; **SIENA HEIGHTS UNIVERSITY**, Adrian, Michigan) to its contingent in 2011. **VIRGINIA UNIVERSITY OF LYNCHBURG** (Lynchburg, Virginia), once known as Virginia Seminary, plans to compete as an independent after reviving a program established in the early 1900s.

At least 25 schools plan to add a varsity team, revive a dormant varsity program or upgrade a team to varsity level by 2015.

“It’s exciting to see the launch of these programs because they are giving players the opportunity of playing at different levels in regions of the country where those options did not previously exist,” says Steven J. Hatchell, president & CEO of the National Football Foundation & College Hall of Fame. “Football’s popularity has never been greater.”

A list of colleges that plan to initiate football programs by 2015 (*Formerly NCAA Division I-AA):

<u>COLLEGE</u>	<u>LOCATION</u>	<u>START DATE/LEVEL</u>
<i>University of Texas at San Antonio</i>	<i>San Antonio, TX</i>	<i>2011-NCAA, Div. I-FCS*</i>
<i>Presentation College</i>	<i>Aberdeen, SD</i>	<i>2011-NCAA, Div. III</i>
<i>Stevenson</i>	<i>Owings Mills, MD</i>	<i>2011-NCAA, Div. III</i>
<i>Ave Maria</i>	<i>Ave Maria, FL</i>	<i>2011-NAIA</i>
<i>Concordia</i>	<i>Ann Arbor, MI</i>	<i>2011-NAIA</i>
<i>Robert Morris</i>	<i>Chicago, IL</i>	<i>2011-NAIA</i>
<i>Siena Heights</i>	<i>Adrian, MI</i>	<i>2011-NAIA</i>
<i>Virginia University of Lynchburg</i>	<i>Lynchburg, VA</i>	<i>2011-Independent</i>
LeMoyné-Owen College	Memphis, TN	2011-NCAA, Div. II
Finlandia	Hancock, MI	2012-NCAA, Div. III
Misericordia	Dallas, PA	2012-NCAA, Div. III
Atlanta Christian College	East Point, GA	2012-NAIA
Bluefield College	Bluefield, VA	2012-NAIA
Wayland Baptist	Plainview, TX	2012-NAIA
Mercer	Macon, GA	2013-NCAA, Div. I-FCS*
University of North Carolina at Charlotte	Charlotte, NC	2013-NCAA, Div. I-FCS*
Stetson	DeLand, FL	2013-NCAA, Div. I-FCS*
George Fox	Newberg, OR	2013-NCAA, Div. III
Hendrix College	Conway, AR	2013-NCAA, Div. III
Florida Tech	Melbourne, FL	2013-NAIA
Oklahoma Baptist	Shawnee, OK	2013-NAIA
Reinhardt	Waleska, GA	2013-NAIA
Kennesaw State	Kennesaw, GA	2014-NCAA, Div. I-FCS*
New Orleans	New Orleans, LA	2015-NCAA, Div. II
Houston Baptist	Houston, TX	TBA-NCAA Div. I-FCS*

HISPANICS MAKING THEIR MARK (HACIENDO SU MARCA) ON THE NFL!

Every year, Hispanic players are playing more of a role in the NFL. Following are some examples:



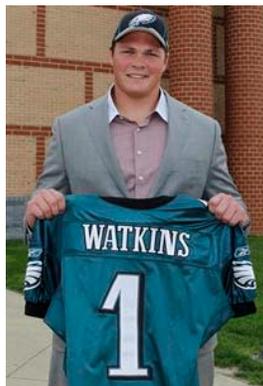
- Chicago Bears center **ROBERTO GARZA** hosted 150 children from his hometown area of Rio Grande Valley, Texas at the fourth annual Roberto Garza Skills and Drills football camp in June. "It's a great feeling when you're able to provide a free camp like this for the kids," said Garza. "This is my chance to give back and spend some time with the kids. I like to talk to them about what it takes to play in the NFL and, more importantly, what it takes to live out a dream. We stress education at the camp and talk about exercising. We talk about eating right and just believing in yourself. We're just trying to make these kids more productive students in school and in life."
- New York Jets quarterback **MARK SANCHEZ** led the team to the AFC Championship game last season for the second year in a row. In only his second NFL season, Sanchez has already tied the all-time record for the most road wins in the playoffs by a starting quarterback. This offseason, he teamed up with Sam's Club to tackle prevalent health issues for its 2011 Giving Made Simple campaign, where members and associates help determine a portion of the company's charitable donations. Sanchez is helping to raise awareness of such matters as childhood obesity and access to prevention programs in an effort to help change consumer behaviors and drive donations to programs striving to make a difference for people of all ages. "As a professional athlete, I know how important it is to take care of my body and stay healthy," said Sanchez. "Unfortunately, not all communities have the resources that families need to live healthy lifestyles. Through Sam's Club Giving Made Simple, we can all support organizations that promote healthy living in our communities with just a simple click of the mouse."
- New England Patriots tight end **AARON HERNANDEZ** took part in National Mental Health Awareness Month activities this past May. He made an appearance at a local elementary school where he stressed to school children the importance of taking care of both mind and emotions because they are "as important as taking care of your bodies." The event was an effort to raise awareness of mental health issues as well as to spotlight the need for more mental health providers who can care for the Latino populations. He also attended the Massachusetts School of Professional Psychology's annual gala to support the Dr. Cynthia Lucero Latino Mental Health Program, which concentrates on the need to train professionals who can culturally and linguistically relate to the caring of Latinos. "I thought it was a perfect charity for me to get involved with," Hernandez said. "It's geared toward training with mental health specialists with the Hispanic population. I know I trained with professional psychologists at college when I was going through hard times. I know it's a hard thing, especially for young kids in their lives to open up about things."
- Atlanta Falcons tight end **TONY GONZALEZ** became the first tight end in NFL history to reach 1,000 receptions by catching a 20-yard pass from Matt Ryan in last year's season opener. Overall, Gonzalez is the seventh player all-time to reach the 1,000-catch milestone. "It was really great finally catching my 1,000th pass," said Gonzalez. "I'm very proud of that accomplishment. It shows how blessed I have been to play the great game of football for a very long time."

The NFL will celebrate Hispanic Heritage Month during Week 3 of the 2011 season. A national spotlight will be shined on the NFL's celebration during *Sunday Night Football* and *Monday Night Football* that week. The Pittsburgh Steelers face the Indianapolis Colts on Sunday, September 25 and the Washington Redskins take on the Dallas Cowboys on Monday, September 26.

A list of some of the 2011 Hispanic NFL players:

<u>PLAYER</u>	<u>POSITION</u>	<u>TEAM</u>	<u>PLAYER</u>	<u>POSITION</u>	<u>TEAM</u>
Ken Amato	LS	Tennessee	Ziggy Hood	DE	Pittsburgh
Javier Arenas (above)	CB	Kansas City	Juaquin Iglesias	WR	Minnesota
Greg Camarillo	WR	Minnesota	Travis Johnson	DE	San Diego
Jonathan Casillas	LB	New Orleans	Knowshon Moreno	RB	Denver
Luis Castillo	DE	San Diego	Manuel Ramirez	G	Denver
Shaun Cody	T	Houston	Tony Romo	QB	Dallas
Willie Colon	T	Pittsburgh	Mark Sanchez	QB	New York Jets
Victor Cruz	WR	New York Giants	Andrew Sendejo	S	Dallas
Brian De La Puente	G	New Orleans	Daniel Sepulveda	P	Pittsburgh
Greg Estandia	TE	Cleveland	John Skelton	QB	Cardinals
Antonio Garay	DT	San Diego	Sean Smith	CB	Miami
Roberto Garza	C	Chicago	Anthony Toribio	DT	Kansas City
Anthony Gonzalez	WR	Indianapolis	Jose Valdez	T	Atlanta
Tony Gonzalez	TE	Atlanta	Louis Vasquez	G	San Diego
Joselio Hanson	CB	Philadelphia	Fernando Velasco	C	Tennessee
Aaron Hernandez	TE	New England	Roberto Wallace	WR	Miami

INTERNATIONAL STARS



While the NFL continues to grow in popularity across the globe, international players are making an impact on the field.

Philadelphia Eagles guard **DANNY WATKINS** (left), a first-round selection (No. 23 overall) in the 2011 NFL Draft, was born in Canada.

A former firefighter from Kelowna, British Columbia, Watkins did not start playing football until the age of 22 while attending Butte College in California, where he quickly became one of the top players in junior college. He went on to start 25 games at Baylor, earning first-team All-Big 12 honors as a senior in 2010.

“Watkins’ clock started a little later but he took to football right away and was so productive,” says Eagles head coach **ANDY REID**. “He’s a heck of a player in both the run game and pass game.”

Another player with a late start that has excelled in football is New England Patriots tackle **SEBASTIAN VOLLMER**. Born in Germany, he did not start playing football until the age of 14.

Last year, in his second season with the Patriots, he started all 16 games and was named a second-team Associated Press 2010 All-Pro.

Some of the foreign-born players in the NFL:

COUNTRY	PLAYER(S)
AMERICAN SAMOA	DE Jonathan Fanene; G Mike Iupati, SF; LB Rey Mauluga, Cin; DT Domata Peko, Cin; DE Ropati Pitoitua, NYJ; DT Junior Siavii, Sea; DT Isaac Sopoaga, SF; DE Daniel Te’o-Neisheim, Phi
AUSTRALIA	P Ben Graham, Ari; P Mat McBriar, Dal; P Sav Rocca
BARBADOS	T Ramon Harewood, Bal
CAMEROON	LB Moise Fokou, Phi
CANADA	WR Nate Burleson, Det; DT Colin Cole, Sea; WR Sam Giguere, NYG; LB Cory Greenwood, KC; T Nick Kaczur; C L.P. Ladouceur, Dal; P Jon Ryan, Sea; G Danny Watkins, Phi
CZECH REPUBLIC	T Will Svitek, Atl
ENGLAND	CB Domonique Foxworth, Bal; DE Osi Umenyiora, NYG; K Rhys Lloyd; TE Visanthe Shiancoe, Min
ESTONIA	T Michael Roos, Ten
GERMANY	CB Brandon Burton, Min; RB Thomas Clayton, NE; FB Jerome Felton, Det; WR Domenik Hixon, NYG; CB Mike Jenkins, Dal; C Doug Legursky, Pit; DE Kyle Moore, TB; RB Tony Richardson; FB Mike Sellers, Was; T D’Anthony Smith, Jac; T Sebastian Vollmer, NE
GHANA	DB Akwasi Owusu-Ansah, Dal
HAITI	T Gosder Cherilus, Det; T Vlad Ducasse, NYJ
JAMAICA	S Atari Bigby; S Patrick Chung, NE; T Oniel Cousins, Bal; T Orlando Franklin, Den; DT Jovan Haye, Ten; DE Vaughn Martin, SD; DE Ryan McBean, Den
JAPAN	DT Marcus Thomas, Den
LIBERIA	RB Jehuu Caulcrick, Buf; LB Tamba Hali, KC; CB Ashton Youboty
NEW ZEALAND	G Johan Asiata, Chi; DT Stephen Paea, Chi
NIGERIA	DT Israel Idonije, Chi; DT Amobi Okoye
PANAMA	WR Roberto Wallace, Mia
PHILLIPINES	C Eugene Amano, Ten; QB Tim Tebow, Den
POLAND	K Sebastian Janikowski, Oak
PUERTO RICO	LB Ken Amato, Ten
ROMANIA	P Zoltan Mesko, NE
SCOTLAND	K Lawrence Tynes, NYG; K Graham Gano, Was
SIERRA LEONE	S Madiou Williams
SOUTH KOREA	WR Hines Ward, Pit
SPAIN	WR Bernard Berrian, Min
TONGA	DT Ma’ake Kemoeatu; G Deuce Lutui
TRINIDAD	G Anthony Herrera, Min; DL Kade Weston, NE
UKRAINE	DE Igor Olshansky, Dal
VIRGIN ISLANDS	LB Abdul Hodge; DT Linval Joseph, NYG

THE FAMOUS LOVE THE NFL!

Famous NFL fans are everywhere – even in other sports! From athletes and politicians to actors and singers, celebrities of all varieties love the NFL.



Singer **FERGIE** (left), who performed with the Black Eyed Peas at Super Bowl XLV, is a limited partner of the Miami Dolphins along with **MARC ANTHONY** (far left), **GLORIA** and **EMILIO ESTEFAN** and **SERENA** and **VENUS WILLIAMS**.

Marquee figures in other sports also spend their Sundays following NFL games, including New York Yankees general manager **BRIAN CASHMAN** (New York Giants) and pitcher **CC SABATHIA** (Oakland Raiders), NASCAR driver **KASEY KAHNE** (Seattle Seahawks) and golfer **PHIL MICKELSON** (San Diego Chargers). Even two notable sportscasters – **CHRIS BERMAN** (Buffalo Bills) and **DICK VITALE** (Tampa Bay Buccaneers) – display support for their favorite NFL clubs.

The NFL is also a fixture in the White House as **PRESIDENT BARACK OBAMA** vocally advocates the Chicago Bears while **VICE PRESIDENT JOE BIDEN** roots for the Philadelphia Eagles. Former **PRESIDENT GEORGE H.W. BUSH**, the 41st leader of the United States, is one of the Houston Texans' most-recognizable fans.

Here are some celebrities and their favorite NFL teams:

NAME	FAVORITE TEAM	NAME	FAVORITE TEAM
Ben Affleck, Actor	New England Patriots	Kasey Kahne, NASCAR Driver	Seattle Seahawks
Jessica Alba, Actress	Oakland Raiders	Toby Keith, Singer	Pittsburgh Steelers
Jozy Altidore, U.S. Soccer	Miami Dolphins	Kid Rock, Singer	Detroit Lions
Carmelo Anthony, NY Knicks	Baltimore Ravens	Ashton Kutcher, Actor	Chicago Bears
Marc Anthony, Limited Partner/Actor/Singer	Miami Dolphins	Taylor Lautner, Actor	Indianapolis Colts
John Belushi, Actor	Chicago Bears	David Letterman, Comedian	Indianapolis Colts
Chris Berman, ESPN Broadcaster	Buffalo Bills	Huey Lewis, Singer	San Francisco 49ers
Vice President Joe Biden	Philadelphia Eagles	Ludacris, Singer	Atlanta Falcons
Jon Bon Jovi, Singer	New York Giants	Joe Maddon, Tampa Bay Rays Mgr.	Arizona Cardinals
Jimmy Buffett, Singer	Miami Dolphins	Dave Matthews, Singer	Seattle Seahawks
Sandra Bullock, Actress	Washington Redskins	John Mellencamp, Singer	Indianapolis Colts
Former President George H.W. Bush	Houston Texans	Phil Mickelson, Golfer	San Diego Chargers
Drew Carey, Comedian	Cleveland Browns	Nelly, Singer	St. Louis Rams
Dana Carvey, Actor	San Francisco 49ers	President Barack Obama	Chicago Bears
Brian Cashman, NY Yankees GM	New York Giants	Apolo Ohno, Olympic Speedskater	Seattle Seahawks
Josh Charles, Actor	Baltimore Ravens	David Ortiz, Boston Red Sox	Green Bay Packers
Kenny Chesney, Singer	New Orleans Saints	Brad Paisley, Singer	Cleveland Browns
George Clooney, Actor	Cincinnati Bengals	Arnold Palmer, Golfer	Pittsburgh Steelers
Russell Crowe, Actor	Pittsburgh Steelers	Trey Parker & Matt Stone, TV Writers	Denver Broncos
Matt Damon, Actor	New England Patriots	Michael Phelps, Olympic Swimmer	Baltimore Ravens
Johnny Depp, Actor	Miami Dolphins	Prince, Singer	Minnesota Vikings
Tim Duncan, San Antonio Spurs	Chicago Bears	Paul Rudd, Actor	Kansas City Chiefs
Emilio Estefan, Limited Partner/Musician	Miami Dolphins	CC Sabathia, NY Yankees	Oakland Raiders
Gloria Estefan, Lim. Partner/Actress/Singer	Miami Dolphins	Adam Sandler, Actor	New York Jets
Jimmy Fallon, Actor/Comedian	Pittsburgh Steelers	Tony Shalhoub, Actor	Green Bay Packers
Fergie, Limited Partner/Singer	Miami Dolphins	Bob Seger, Singer	Detroit Lions
Tina Fey, Actress	Philadelphia Eagles	Will Smith, Actor	Philadelphia Eagles
Jamie Foxx, Actor	Dallas Cowboys	Snoop Dog, Actor/Singer	Pittsburgh Steelers
Jennifer Garner, Actress	San Francisco 49ers	Sylvester Stallone, Actor	Philadelphia Eagles
Danny Glover, Actor	San Francisco 49ers	Taylor Swift, Singer	Philadelphia Eagles
Gene Hackman, Actor	Jacksonville Jaguars	Usher, Singer	Tennessee Titans
Josh Hamilton, Texas Rangers	Dallas Cowboys	Vince Vaughn, Actor	Chicago Bears
Josh Hartnett, Actor	Minnesota Vikings	Dick Vitale, Broadcaster	Tampa Bay Buccaneers
Dennis Hopper, Actor	Indianapolis Colts	Dwyane Wade, Miami Heat	Chicago Bears
Ice Cube, Actor	Oakland Raiders	Mark Wahlberg, Actor	New England Patriots
John Isner, Tennis	Carolina Panthers	Hank Williams Jr., Singer	Pittsburgh Steelers
Samuel L. Jackson, Actor	Tennessee Titans	Robin Williams, Actor	San Francisco 49ers
Kevin James, Actor	New York Jets	Serena Williams, Lim. Partner/Tennis	Miami Dolphins
LeBron James, Miami Heat	Dallas Cowboys	Venus Williams, Lim. Partner/Tennis	Miami Dolphins

OVERTIME EXCITEMENT

In 2010, an impressive 66.8 percent of all games (171 of 256) were within one score at some point in the fourth quarter.

With so many close games, it's no surprise that 19 were ultimately decided in overtime, the most since 2003 and tied for the fourth-most since overtime was instituted in 1974.

Last year, both teams had at least one possession in 17 of 19 overtime games (89.5 percent) and teams that lost the coin toss posted an 11-8 record (.579).

From **RASHARD MENDENHALL**'s 50-yard game-winning touchdown run in the Steelers' 15-9 Kickoff Weekend overtime victory against the Falcons to **JOSH WILSON**'s (right) game-clinching interception-return touchdown in the Ravens' 34-28 overtime decision against the Texans in December, the 2010 season was full of exciting OT action (see page 506 of the *2011 NFL Record & Fact Book* for all of last season's overtime game summaries).



The NFL teams with the best overtime records since the system was instituted in 1974:

TEAM	RECORD	WIN PCT.
Jacksonville	7-4-0	.636
Washington	22-13-1	.625
Buffalo	18-12-0	.600
Chicago	22-15-0	.595
San Francisco	19-13-1	.591

A sampling of individual overtime records:

LONGEST TOUCHDOWN PASS		LONGEST TOUCHDOWN PLAYS	
99 Yards	Ron Jaworski to Mike Quick, Philadelphia 23, Atlanta 17 (11/10/85)	99 Yards	(Pass) Ron Jaworski to Mike Quick, Philadelphia 23, Atlanta 17 (11/10/85)
82 Yards	Tom Brady to Troy Brown, New England 19, Miami 13 (10/19/03)	96 Yards	(Run) Garrison Hearst, San Francisco 36, New York Jets 30 (9/6/98)
	Brett Favre to Greg Jennings, Green Bay 19, Denver 13 (10/29/07)		(Kickoff return) Chad Morton, New York Jets 37, Buffalo 31 (9/8/02)
76 Yards	Troy Aikman to Raghیب Ismail, Dallas 41, Washington 35 (9/12/99)	95 Yards	(Kickoff return) Dave Williams, Chicago 23, Detroit 17 (11/27/80)
LONGEST TOUCHDOWN RUN		LONGEST FIELD GOAL	
96 Yards	Garrison Hearst, San Francisco 36, New York Jets 30 (9/6/98)	57 Yards	Sebastian Janikowski, Oakland 16, New York Jets 13 (10/19/08)
60 Yards	Herschel Walker, Dallas 23, New England 17 (11/15/87)	53 Yards	Chris Jacke, Green Bay 23, San Francisco 20 (10/4/96)
50 Yards	Rashard Mendenhall, Pittsburgh 15, Atlanta 9 (9/12/10)	52 Yards	Mike Cofer, Indianapolis 27, New York Jets 24 (9/10/95)

POSTSEASON OVERTIME

Prior to last season, NFL owners voted at the Annual Meeting in March to amend overtime rules for the postseason to a new-and-improved modified sudden death format. Teams will now have the opportunity to possess the ball at least once in the extra period unless the team that receives the overtime kickoff scores a touchdown on its first possession.

After four consecutive NFL postseasons that featured at least one overtime game, the 2010 playoffs ended that streak. The new postseason overtime rules have yet to be tested, but the changes are sure to aid competitive fairness while adding a wrinkle of additional strategy for NFL head coaches.

"We felt this proposal gave us the opportunity to make a pretty good rule even better," said NFL Competition Committee Chairman and Atlanta Falcons President **RICH MC KAY** upon passage of the proposal last year. "I really believe the more you talk about the issue, the more you understand the statistics, the more you say there must be a change."

The sudden-death overtime system that has been in place since 1974 is still used for preseason and regular-season NFL games. See page 31 of the *2011 Record & Fact Book* for a full description of NFL overtime procedures.



BEST OPENING MONTH RECORDS, PAST 10 YEARS

Getting off to a strong start is important. Over the past 10 years, 15 teams have a winning record through the season's first month. Those 15 clubs have combined for 71 playoff appearances in that span and have won eight of the 10 Super Bowl championships.

The teams with winning opening-month records over the past 10 years (2001-10):

<u>TEAM</u>	<u>RECORD</u>	<u>PCT.</u>	<u>TEAM</u>	<u>RECORD</u>	<u>PCT.</u>
Indianapolis	26-6-0	.813	Pittsburgh	19-13-0	.594
Denver	24-10-0	.706	Green Bay	20-14-0	.588
New England	21-10-0	.677	New Orleans	18-14-0	.563
New York Giants	20-12-0	.625	Atlanta	18-15-0	.546
Seattle	20-12-0	.625	Jacksonville	17-15-0	.531
Baltimore	19-12-0	.613	Tampa Bay	17-15-0	.531
Philadelphia	20-13-0	.606	San Diego	17-16-0	.515
Dallas	19-13-0	.594			



64 YEARS AGO ON OPENING DAY – A RECORD 87 POINTS!

Sixty-four years ago, the **WASHINGTON REDSKINS** and **PHILADELPHIA EAGLES** opened the 1947 season with a record-breaking bang. The Eagles outscored the Redskins 45-42 on September 28 before a crowd of 35,406 in Philadelphia's Municipal Stadium. The 87-point total was an NFL record and continues to stand as the most points scored in a game on Kickoff Weekend. (The record for most combined points in any NFL game is 113 by Washington (72) and the New York Giants (41) on November 27, 1966.)

The 12-touchdown scoring blitz, an NFL record at the time, was highlighted by the play of two future Pro Football Hall of Famers – Washington quarterback **SAMMY BAUGH** and Philadelphia halfback **STEVE VAN BUREN**.

Baugh, whose 1947 totals in completions (210), attempts (354) and yards passing (2,938) were NFL records, threw for 364 yards and five touchdowns, including three to rookie end **HUGH TAYLOR**. Van Buren, whose 1,008 rushing yards for the year were also a league record, returned a kickoff 95 yards for a touchdown and rushed for another while totaling 98 yards on the ground.

September 28, 1947, Municipal Stadium, Philadelphia, PA

Washington	0	14	14	14	--	42
Philadelphia	10	14	14	7	--	45

Phi -	FG Muha 40
Phi -	Pihos 19 pass from Thompson (Patton kick)
Was -	Nussbaumer 25 pass from Baugh (Poillon kick)
Was -	Taylor 62 pass from Baugh (Poillon kick)
Phi -	Van Buren 95 kickoff return (Patton kick)
Phi -	Sherman 1 run (Patton kick)
Was -	Saenz 94 kickoff return (Poillon kick)
Phi -	Van Buren 1 run (Patton kick)
Phi -	Pihos 21 pass from Thompson (Patton kick)
Was -	Poillon 4 pass from Baugh (Poillon kick)
Phi -	Armstrong 29 pass from Thompson (Patton kick)
Was -	Taylor 36 pass from Baugh (Poillon kick)
Was -	Taylor 18 pass from Baugh (Poillon kick)

60 YEARS AGO ON KICKOFF WEEKEND: THE DUTCHMAN GOES WILD!



Los Angeles Rams quarterback **NORM “THE DUTCHMAN” VAN BROCKLIN** (left) entered the 1951 season entrenched in a duel for the starting position with veteran **BOB WATERFIELD**. A Waterfield injury sidelined the incumbent quarterback prior to the season opener against the New York Yanks on September 28, and opened the door for Van Brocklin to show his worth. He took advantage of the opportunity by producing the most prolific passing performance in NFL history. Van Brocklin threw for an NFL-record 554 yards in a 54-14 rout of the Yanks at the Los Angeles Coliseum. The Pro Football Hall of Fame quarterback tossed five touchdowns and completed 27 of 41 passes.

“It’s the finest exhibition of passing I’ve ever seen,” said Rams coach **JIMMY PHELAN** after the game. “Van Brocklin was hitting them in the eye practically every time he threw the ball.”

Van Brocklin, who passed away at the age of 57 in 1983, remained subdued about the performance. “Everything I threw seemed to be caught and run for a long gain,” he said.

The Rams’ **TOM FEARS** averaged 23.1 yards on his seven catches and **ELROY “CRAZYLEGS” HIRSCH** averaged 19.2 yards on nine receptions. Los Angeles amassed an NFL-record 735 total yards and 34 first downs.

“They don’t need me out here anymore,” said Waterfield after the game. The two quarterbacks would split time for the rest of the season as the Rams captured the 1951 NFL Championship.

Van Brocklin’s record has stood for the past 60 years. Former Houston Oilers quarterback **WARREN MOON** came the closest to breaking Van Brocklin’s mark with a 527-yard day against Kansas City on December 16, 1990.

The top passing performances in various levels of football:

LEAGUE	QUARTERBACK	DATE	PERFORMANCE
High School	David Koral, Pacific Palisades, CA	September 22, 2000	764 yards vs. Grant, CA
NCAA Division I-A (FBS)	David Klingler, Houston	December 2, 1990	732 yards vs. Arizona St.
NCAA Division III	Zamir Amin, Menlo	October 7, 2000	723 yards vs. Cal Lutheran
Canadian Football League	Matt Dunigan, Winnipeg	July 14, 1994	713 yards vs. Edmonton
NCAA Division I-AA (FCS)	Robert Kent, Jackson St.	October 6, 2001	668 yards vs. Alabama St.
NCAA Division II	Andrew Webb, Fort Lewis	November 16, 2002	660 yards vs. Mesa St.
NFL	Norm Van Brocklin, LA Rams	September 28, 1951	554 yards vs. NY Yanks



BEST NFL RECORDS, PAST 10 YEARS

Over the past 10 years, five NFL teams have posted a winning percentage of .600 or better – led by the **NEW ENGLAND PATRIOTS** (121-39, .756). Under the guidance of head coach **BILL BELICHICK** (right), the Patriots have won three Super Bowls and qualified for the postseason eight times during that span.

“Bill Belichick is a great coach and he has tremendous knowledge of the game,” says CBS analyst and former general manager **CHARLEY CASSERLY**. “He’s unique in that the guy could probably coach every position.

“He’s a master strategist, both offensively and defensively. He knows both sides of the ball, and there aren’t many coaches like that.”



The teams with the best regular-season records over the past 10 years (2001-10):

TEAM	W	L	T	PCT.	PLAYOFF BERTHS	SUPER BOWL BERTHS	SUPER BOWL WINS
New England	121	39	0	.756	8	4	3
Indianapolis	115	45	0	.719	9	2	1
Pittsburgh	106	53	1	.666	7	3	2
Philadelphia	102	57	1	.641	8	1	0
Green Bay	96	64	0	.600	7	1	1



ANNIVERSARY ANNALS

Many anniversaries are being celebrated this year. It's the 235th anniversary of the founding of the United States... and the 80th of the Empire State Building.

A sampling of 2011 NFL anniversaries:

Anniversary	Celebration
115th	The Allegheny Athletic Association fields the first completely professional team (1896).
105th	The first authenticated forward pass completion is recorded as George (Peggy) Parratt of Massillon throws a completion to Dan (Bullet) Riley (10/25/1906).
90th	A.E. Staley turns the Decatur Staleys over to player-coach George Halas, who moves the team to Cubs Park in Chicago (1921).
90th	Fritz Pollard of the Akron Pros becomes the first black head coach (1921).
75th	The Eagles make University of Chicago and Heisman Trophy winner Jay Berwanger the first player ever selected in the NFL Draft (2/8/1936).
70th	The official <i>NFL Record Manual</i> is published for the first time by the league (1941).
65th	The Cleveland Rams move to Los Angeles (1946).
65th	Kenny Washington (March 21) and Woody Strode (May 7) sign with the Los Angeles Rams to become the first African-Americans to play in the NFL in the modern era (1946).
65th	Bill Willis (August 6) and Marion Motley (August 9) join the Cleveland Browns, becoming the first African-Americans to play in the All-America Football Conference (1946).
65th	The Cleveland Browns, coached by Paul Brown, win the All-America Football Conference's first championship (12/22/1946).
60th	The NFL Championship Game is televised coast-to-coast for the first time on the DuMont Network. The Los Angeles Rams defeat the Cleveland Browns 24-17 (12/23/1951).
55th	CBS becomes the first network to broadcast NFL regular-season games to selected television markets across the nation (1956).
45th	A series of meetings regarding a possible AFL-NFL merger takes place in the spring between Lamar Hunt of Kansas City and Tex Schramm of Dallas. On June 8, Commissioner Pete Rozelle announces the merger of the AFL and NFL (1966).
45th	New Orleans is awarded an NFL franchise to begin play in 1967 (11/1/1966).
40th	The Miami Dolphins defeat the Kansas City Chiefs 27-24 in sudden-death overtime in an AFC Divisional Playoff Game. The contest lasts 82 minutes, 40 seconds, making it the longest game in NFL history (12/25/1971).
35th	The first NFL game outside of North America is played before 38,000 fans at Korakuen Stadium in Tokyo, Japan as St. Louis defeats San Diego 20-10 in a preseason contest (8/16/1976).
20th	The NFL launches the World League of American Football, the first sports league to operate on a weekly basis on two separate continents (3/23/1991).
10th	NFL owners unanimously approve a realignment plan and new scheduling format for the league starting in 2002. Seven clubs change divisions and the Seattle Seahawks switch conferences (5/22/2001).
5th	Roger Goodell becomes the eighth chief executive of the NFL when he is chosen to succeed Paul Tagliabue as commissioner by a unanimous vote of the clubs at a three-day meeting in Chicago, Illinois (8/8/2006).
5th	The NFL Network broadcasts its first-ever regular-season game as the Kansas City Chiefs defeat the Denver Broncos 19-10 at Arrowhead Stadium on Thanksgiving night (11/23/2006).

OWNER MILESTONES

Many NFL owners will be celebrating notable milestones in 2011, ranging from Chicago's **VIRGINIA H. MC CASKEY**, whose family has reached the 90th anniversary of when her father, **GEORGE HALAS**, purchased the team when it was still known as the Decatur Staleys in 1921, to Atlanta's **ARTHUR BLANK**, who enters his 10th season as an NFL owner.

Some owner milestones for 2011:

FRANCHISE	OWNER	YEAR ACQUIRED	MILESTONE
Chicago Bears	Virginia H. McCaskey (Daughter of George Halas)	1921	90th Anniversary
Arizona Cardinals	William V. Bidwill (Son of Charles W. Bidwill)	1932	80th Season
Cincinnati Bengals	Mike Brown (Son of Paul Brown)	1967	45th Season
Indianapolis Colts	James Irsay (Son of Robert Irsay)	1972	40th Season
San Francisco 49ers	Denise DeBartolo York (Daughter of Edward J. DeBartolo, Sr.)	1977	35th Season
New York Giants	Steve Tisch (Son of Preston Robert Tisch)	1991	20th Anniversary
Seattle Seahawks	Paul Allen	1997	15th Season
Atlanta Falcons	Arthur M. Blank	2002	10th Season

105 YEARS AGO: THE FORWARD PASS IS LEGALIZED

One-hundred-and-five years ago, the forward pass was legalized and football has never been the same. But all the aerial activity that has captivated fans for decades had a very modest beginning.

On Thursday, October 25, 1906, the first authenticated pass completion in a professional game occurred when quarterback **GEORGE "PEGGY" PARRATT** of the Massillon Tigers completed a pass to end **DAN "BULLET" RILEY** in a victory over a combined Benwood-Moundsville, West Virginia team in a 61-0 decision. The pass was a mere footnote in newspaper accounts of the game, as Parratt's 65-yard run from scrimmage and 100-yard kickoff return seized the headlines.

Earlier that year, on January 12, rules were passed that forever changed the nature of the sport – the forward pass was legalized, the length of the game was reduced from 70 to 60 minutes, the neutral zone separating the offense from the defense by the length of the ball was established, the distance required for a first down was increased to 10 yards, and six men were required to be on the line of scrimmage. Because the pros still followed collegiate rules, these changes were just as important to them as to college football.

An early believer in the possibilities of the passing game was Pro Football Hall of Famer **CURLY LAMBEAU**, who teamed with **GEORGE CALHOUN** in 1919 to form what is now the Green Bay Packers. Lambeau – one of seven coaches in NFL history to amass 200 wins (229-134-22) – enjoyed an NFL playing career with Green Bay that stretched from 1921-29 and included 24 touchdown passes.

"I always loved to pass," Lambeau said in an interview on the eve of his induction into the Wisconsin Hall of Fame in 1962. "I used to practice passing in the spring. The ball was harder to throw then – it was bigger around. They changed the ball in the early '30s, which made it easier to throw. Our offense those days was 75 percent passing. Other teams passed in desperation – we threw on first down. I'd rather pass. I figured it was the easiest way to pick up yards. Fritz Gavin (former teammate) told me not long ago that he remembers one game I threw 45 passes and completed 37."

A look at passing yards by decade in the NFL:

DECADE	PASSING YARDS	DECADE	PASSING YARDS
1920s	Unavailable	1970-79	677,888
1933-39	69,444	1980-89	951,087
1940-49	159,117	1990-99	1,025,543
1950-59	269,009	2000-09	1,135,331
1960-69	660,967		



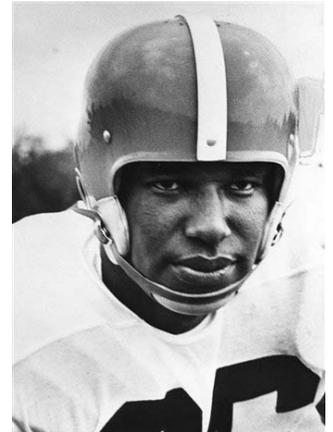
NFL MARKS 65-YEAR ANNIVERSARY OF HISTORIC AFRICAN-AMERICAN SIGNINGS

In 1946, the Cleveland Rams relocated to Los Angeles, becoming the first top-level sports team on the West Coast. But the move turned out to have far greater historic implications.

The organization turned its attention to a recently graduated player at nearby UCLA: halfback **KENNY WASHINGTON**. In 1939, Washington was the nation's leader in total offense, and was the first UCLA player to be named an All-American. After college, he began a successful minor league career, playing for the Hollywood Bears of the Pacific Coast Pro Football League and the San Francisco Clippers of the American Football League. He was consistently one of the most popular football players on the West Coast.

The Rams signed Washington, along with his UCLA teammate, end **WOODY STRODE**, making them the first African-Americans to play in a major sports league in the modern era (post-World War II).

The Rams' signings helped jumpstart the integration of American sports. Later in 1946, the Cleveland Browns (then of the fledgling All-America Football Conference) signed fullback **MARION MOTLEY** (right) and guard **BILL WILLIS** – both of whom are now in the Pro Football Hall of Fame. The next year, Major League Baseball's Brooklyn Dodgers signed **JACKIE ROBINSON**, Washington's roommate and teammate at UCLA.



Football's four African-American pioneers enjoyed careers of varying success.

Washington played three seasons with Los Angeles before being hampered by knee injuries.

Strode played one season with Los Angeles, but ended up with a successful career as a character actor in Hollywood. He appeared in nearly 100 television shows and films alongside actors ranging from **LEE MARVIN** and **BERT LANCASTER** to **RUSSELL CROWE** and **LEONARDO DI CAPRIO**. One of his most visible, albeit minor, roles was in *Spartacus*, in which he fought **KIRK DOUGLAS** to the death.

Motley and Willis – whose Browns joined the NFL in 1950 – had longer careers. Motley, who was the AAFC's career rushing leader when it disbanded, played with Cleveland until 1953 (being selected to the 1951 Pro Bowl), then spent the 1955 season with the Pittsburgh Steelers. Willis also stayed with the Browns until 1953, making the Pro Bowl from 1950-53.

Both on and off the field, the impact of Washington, Strode, Motley and Willis paved the way for the current generation of players, coaches and executives.

MODERN PRO LEAGUES' FIRST AFRICAN-AMERICAN PLAYERS

<u>LEAGUE</u>	<u>YEAR</u>	<u>TEAM</u>	<u>PLAYER(S)</u>
NFL	1946	Los Angeles Rams Los Angeles Rams	Kenny Washington Woody Strode
AAFC	1946	Cleveland Browns Cleveland Browns	Marion Motley Bill Willis
MLB	1947	Brooklyn Dodgers	Jackie Robinson
NBA	1950	Boston Celtics New York Knicks Washington Capitals	Chuck Cooper Nat Clifton Earl Lloyd
NHL	1958	Boston Bruins	Willie O'Ree

PAVING THE WAY

10 INFLUENTIAL AFRICAN-AMERICAN MOMENTS IN NFL HISTORY

- **1919** – **Fritz Pollard** is signed by the Akron Pros. He plays eight seasons and becomes the first African-American to play quarterback. Then in 1921, Pollard becomes the first African-American head coach in the American Professional Football Association.
- **1946** – **Kenny Washington** becomes the first African-American to play pro football in the modern era when he is signed by L.A. Rams owner Daniel F. Reeves. It has been suggested that Reeves' signing of Washington and his UCLA teammate **Woody Strode** paved the way for Branch Rickey's decision to sign Jackie Robinson.



- **1946** – Paul Brown signs guard **Bill Willis** and fullback **Marion Motley** to the Cleveland Browns. Along with quarterback Otto Graham, Willis and Motley led the Browns to four All-American Football Conference titles before joining the NFL in 1950.
- **1957** – **Jim Brown** (left) begins a nine-year career with the Cleveland Browns that would make him one of the NFL's all-time greats (nine Pro Bowls; eight league rushing titles; 12,312 rushing yards; 126 total TDs and selection to the Pro Football Hall of Fame).
- **1964** – Former running back **Claude (Buddy) Young** becomes the first black executive in pro sports when the NFL names him director of player relations. Young holds that position until his death in 1983.

- **1967** – **Emlen Tunnell**, defensive back and kick returner for 14 seasons (1948-58, NY Giants; 1959-61, Green Bay), becomes the first black player inducted into the Pro Football Hall of Fame. Tunnell recorded 79 interceptions in his career, returned five punts for touchdowns and was selected to nine Pro Bowls.
- **1983** – **Gene Upshaw** becomes executive director of the NFL Players Association, a position he held until his death in 2008. Upshaw served as the alternate representative or player representative for the Oakland Raiders from 1970-76 during his years as a player. He was a member of the NFLPA Executive Committee from 1976-80 and served as president of the NFLPA from 1980-83.
- **1988** – The Washington Redskins' **Doug Williams** (right) becomes the first African-American quarterback to start in and win a Super Bowl, leading the Redskins to a 42-10 victory over the Denver Broncos by throwing a then-NFL record four touchdown passes, all of which came in the second quarter of the game.



- **1989** – Two months after entering the Pro Football Hall of Fame as one of the game's greatest offensive tackles, **Art Shell** is named head coach of the Oakland Raiders (promoted from offensive line coach). Shell becomes the NFL's first modern-era black head coach and the first overall since Fritz Pollard in 1921. He posts a 56-41 career record with the Raiders from 1989-94, including three playoff appearances.
- **2002** – After a 13-year career with the Cleveland Browns in which he became the all-time leading receiver in franchise history with 662 receptions, and after helping the Baltimore Ravens to a Super Bowl XXXV title as director of pro personnel and later senior VP of football operations, **Ozzie Newsome** (left) becomes the first African-American general manager in NFL history.





55TH ANNIVERSARY OF '56 CHAMPIONSHIP – “THE GAME THAT MADE THE NFL”

Fifty-five years ago, the NFL staged its 1956 “World Professional Football Championship Game” between the Giants and Chicago Bears at Yankee Stadium. Many, including those who played in it, say it was among the most significant in NFL history – perhaps even more so than the fabled '58 “sudden-death” NFL title game.

The NFL, 36 years old, was not what it is today. The game was not sold out. Pro football on television was still in its infancy. T-shirts and umbrellas didn't contain NFL team logos. But the '56 Championship Game – won handily by the Giants, 47-7 in 18-degree weather – seemed to change all that.

The excitement and glamour of professional football, epitomized by the Giants, captivated New York's marketing and advertising community for the first time. The TV networks, still developing, suddenly had a new sports vehicle that could help them grow.

“I'll always believe that that game and how it opened everyone's eyes to the excitement of pro football was the key to the development of the NFL today, more so than the '58 title game that gets more attention,” says Pro Football Hall of Famer **FRANK GIFFORD**, then a halfback for the Giants and thereafter the longtime play-by-play voice of *NFL Monday Night Football*.

“People forget what the NFL was like in those days. It was not America's No. 1 sport. The game wasn't even a sellout. But once we played the game, we became heroes in New York. The thing just grew from there.”

So did many of the people involved.

The Giants had two assistant coaches named Lombardi and Landry. **VINCE LOMBARDI** ran the offense and **TOM LANDRY** the defense. “All I have to do with these guys around is check curfews and pump up footballs,” said head coach **JIM LEE HOWELL**. “Vince and Tom take care of the rest.”

Fifteen players/coaches in the game went on to the Pro Football Hall of Fame: the Giants' Gifford, Landry, Lombardi, tackle **ROOSEVELT BROWN**, linebacker **SAM HUFF**, defensive end **ANDY ROBUSTELLI** and safety **EMLÉN TUNNELL**; Bears defensive end **DOUG ATKINS**, quarterback-kicker **GEORGE BLANDA**, assistant coach **GEORGE CONNER**, head coach **PADDY DRISCOLL**, linebacker **BILL GEORGE**, guard **STAN JONES**, quarterback coach **SID LUCKMAN**, and center coach **CLYDE “BULLDOG” TURNER**.

Robustelli helped the team with his playing – and entrepreneurial skills. He had ordered 48 pairs of sneakers from U.S. Keds the week before the game for extra traction on the frozen Yankee Stadium field.

“They made all the difference,” said Robustelli.

The Giants wore their new sneakers from the beginning of the game. Twenty-two years earlier, they donned sneakers at halftime of their 1934 NFL Championship Game victory over the Bears.

In the '56 game, the Giants' **GENE FILIPSKI** ran back the opening kickoff from the Bears' Blanda 53 yards to the Chicago 39. Four plays later, Giants fullback **MEL TRIPLETT** bulled his way into the end zone on a 17-yard run, knocking over Bears as well as umpire **SAM WILSON**.

That was three minutes into the game. Almost three minutes into the second quarter, the Giants were up 20-0. By the half, it was 34-7. Before it was over, Giants third-string quarterback **BOBBY CLATTERBUCK**, who had thrown only seven passes for 54 yards that year, was at the helm.

“When you run up against some fellows playing like that,” said Bears head coach Driscoll, “there's just nothing you can do.”

People were impressed.

“The stands (were) packed with a crowd of 56,836 fans, bundled up against the cold, but warmed out of their usual big-city sophistication by an afternoon of great football,” said *Sports Illustrated* in its report on the game. “For this was a day of excitement and vindication – a sporting thrill to match the drama of the perfect game **DON LARSEN** pitched against the Brooklyn Dodgers on the same field only a few months ago.”

It was a significant turning point in NFL history – a championship in the nation’s media capital at the dawn of the television age.

SCORING

New York Giants	13	21	6	7	47
Chicago Bears	0	7	0	0	7

NYG: Triplett 17 run (Agajanian kick), 2:40 1st
NYG: FG, Agajanian 17, 4:59 1st
NYG: FG, Agajanian 43, 12:21 1st
NYG: Webster 3 run (Agajanian kick), 2:34 2nd
CHI: Casares 9 run (Blanda kick), 6:52 2nd
NYG: Webster 1 run (Agajanian kick), 9:54 2nd
NYG: H. Moore recovered blocked kick (Agajanian kick), 11:32 2nd
NYG: Rote 9 pass from Conerly (kick failed), 10:10 3rd
NYG: Gifford 14 pass from Conerly (Agajanian kick), 6:23 4th



NOTES, QUOTES & ANECDOTES ON THE 1956 NFL CHAMPIONSHIP GAME

* **ED MC CASKEY** remembered the weather.

“It was the coldest I’d been in my life,” said the Bears’ longtime chairman of the board. “We attended ‘My Fair Lady’ the night before the game, and when we left the theatre, an ice storm set in. It was a miserable night and the next day the field was a mess.

“We were sitting with **GEORGE HALAS** in the upper deck and the cold and the wind were unbelievable. After the Giants scored the first touchdown, Halas left the stands and went down to the sidelines. He couldn’t save us, and we got beat soundly.”

* **WELLINGTON MARA** remembered the attitude of his players. “It was the culmination of a team of overachievers,” said Mara, the Giants’ owner. “We had some lickings during the year.”

* **THE WINNING** player’s share was \$3,779.19, a record. The loser’s share was \$2,485.16, also a record.

* **IT WAS** the second “Sneakers Game” between the Bears and Giants. In 1934, the Giants won their first NFL Championship (the players earning \$621 per share) 30-13 over the Bears on a frozen field at New York’s Polo Grounds when they switched from cleats to sneakers at halftime and overcame a 13-3 deficit.

* **GIANTS HEAD COACH JIM LEE HOWELL** thought his team showed “too much levity” in the locker room before the game. “I always thought players should be pretty quiet and alone before the big game,” said Howell after the win. “At least that’s the way we always were when I played.”

* **BEFORE THE GAME**, Howell sent out two of his players to test the frozen field. Defensive back **ED HUGHES** wore regulation cleats, running back **GENE FILIPSKI** the team’s new sneakers. A few yards into his sprint, Hughes took a hard spill when he lost traction. Filipski had no trouble with footing. “Everyone wears sneakers,” Howell announced.

“I don’t know where they got theirs,” said Bears head coach **PADDY DRISCOLL**. “But those sneakers were better than ours. The soles were thicker than the soles of our shoes. I think this helped their footing greatly.”

* **HOW COLD WAS IT?** It was so cold that the mimeograph machine in the press box froze.

* **SNEAKERS... AND GLOVES:** Giants quarterback **CHARLEY CONERLY** relieved **DON HEINRICH** at the end of the first quarter and wore golf gloves along with his sneakers. Fellow Mississippian **JACKIE PARKER**, who played for the CFL Edmonton Eskimos, recommended them. After fumbling, Conerly discarded the gloves – at the advice of his teammates. “The boys thought I would do better without the gloves,” said Conerly. “When I fumbled, I had to agree.”

* **ONE OF** the Giants’ defensive backs, **DICK NOLAN**, was the father of **MIKE NOLAN**, former San Francisco 49ers’ head coach, and the Giants’ defensive coordinator from 1993-96.

* **A LITTLE DIFFERENT** than today: 6,000 tickets were sold at the gate the morning of the game. The first Yankee Stadium bleacher fan arrived at 7:30 AM. Attendance was 56,846 out of 67,206 seats.

* **VINCE LOMBARDI**, the Giants’ offensive coach, was pleased with his team’s blocking. “We were on our way when Gene Filipski returned the opening kickoff 53 yards,” he said. “That good criss-cross blocking for the runner, who went straight up the field, showed the team was out for a 33-man effort.”

* **THERE WERE 15 DAYS** between the end of the ’56 regular season and the title game. The Giants gave their players four days off. The Bears got only Christmas Day off. “We overtrained,” said Bears quarterback **ED BROWN**.

* **MOST OF THE GIANTS** had a walking commute to the stadium. The majority of the team lived during the season at the Concourse Plaza Hotel, only two blocks from Yankee Stadium. “We all got along so well,” remembers fullback **ALEX WEBSTER**, who scored two rushing touchdowns in the game. “We spent a lot of time together off the field.”

* **GIANTS DEFENSIVE COACH TOM LANDRY**, who had just retired as a player-coach before the season, helped make stars of defensive players for the first time. He popularized the “4-3” defense while most clubs were still using five-man fronts.

Fans for the first time turned their attention to the defense, like Giants rookie linebacker **SAM HUFF**, who helped shut down Bears fullback **RICK CASARES** with 43 rushing yards. For the first time in club history, the Giants would introduce the defense’s starting lineup before games. The cheer “Defense! Defense!” was heard for the first time.



70 YEARS AGO: NFL PUBLISHES FIRST RECORD MANUAL

The NFL has come a long way in the past 70 years – and so has how we read about it.

Back in 1941, the league published its first official guide, the *Official National Football League Roster and Record Manual*. It contained information about all-time records, rosters for the upcoming season and statistics from the previous year.

But the familiarity ends there.

For one thing, the NFL has gained 70 more years of history since the first book was published.

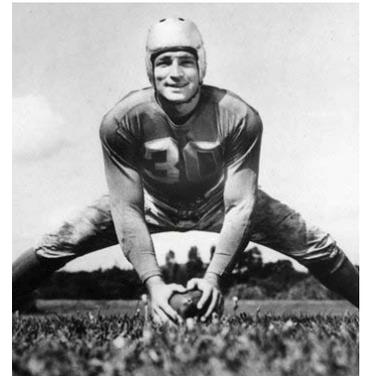
That’s a lot more pages. Today, if you want to find out what team allowed the fewest yards in a season, you’d turn to (or click to, if you’re accessing the digital version) page 574 of the nearly 700-page *2011 NFL Record and Fact Book*. If you wanted to find the same thing 70 years ago, you’d only have to go to page eight of the 80-page manual to find your answer. (Either place you look, the answer is the 1934 Chicago Cardinals). And don’t bother looking for “rushing stats” in the 1941 edition: the book refers to it as “ground gaining.”

But beyond the relative weight of the books, the differences go much further into the cultural changes the NFL and the nation have experienced in the last seven decades.

Much of the bulk of the manual is composed of the familiar roster listings for each team. But the 1941 manual goes beyond the usual position, height, weight and college listings. For every player, their *ethnicity* is listed (between their residence and their marriage status). For example, Pro Football Hall of Famer **ALEX WOJCIECHOWICZ** (right) is listed on the Detroit Lions roster as:

C 5’11½” 205 Fordham Detroit, Mich. Polish Married Sales representative

That last entry shows another huge change: for each player, their offseason occupation was listed. Back in the days before the NFL’s popularity became what it is today, all players had other jobs. The manual features players with day jobs ranging from “laborer” and “rancher” to “oil company executive” and “railroad detective.”



40TH ANNIVERSARY OF “LONGEST GAME”

It was Christmas Day 1971. The first-ever NFL playoff game to be played on the holiday was an AFC Divisional Playoff between the Kansas City Chiefs and Miami Dolphins. The temperature was a balmy 61 degrees.



But the game was not in Miami...it was at Kansas City's Municipal Stadium.

“Kansas City at Christmastime can be bitterly cold,” said Chiefs Pro Football Hall of Fame quarterback **LEN DAWSON** (left). “We were hoping for that. But what we got was Miami weather. It was like no other Christmas I ever saw in Kansas City.”

And the game that was played that day was like no other...it turned out to be – and remains – the longest game in NFL history – 82 minutes and 40 seconds.

The Chiefs, who had won Super Bowl IV in January 1970, jumped out to a quick 10-0 first-quarter lead before Miami answered with 10 second-quarter points. The score was tied 10-10 at halftime.

Each team scored a touchdown in the third quarter. In the fourth, Kansas City running back **ED PODOLAK**, who would have an NFL-playoff record 350 all-purpose yards in the game, scored on a three-yard run with 6:46 remaining to give the Chiefs a 24-17 lead. Miami quarterback **BOB GRIESE** then threw a five-yard touchdown pass with 1:36 left to conclude a game-tying scoring drive on which he completed six of seven passes for 72 yards.

With 35 seconds remaining in the fourth quarter, Chiefs Pro Football Hall of Famer **JAN STENERUD** missed a field goal to send the game into overtime. Stenerud had a chance to win the game early in overtime, but Dolphins Pro Football Hall of Fame linebacker **NICK BUONICONTI** blocked the 42-yarder.

With 2:39 remaining in overtime, Miami had a chance to win...but **GARO YEPREMIAN**'s 52-yard field goal attempt sailed wide left. The game then went into a second overtime before Yepremian kicked a game-winning 37-yard field goal 7:40 into the period.

It was the first playoff victory in franchise history for Miami and started the club's run to three consecutive Super Bowls, two of which the Dolphins won.

“In many senses that game really launched the Dolphins into their dynasty,” said Pro Football Hall of Famer **LARRY CSONKA** (right), who rushed for 86 yards and one touchdown in the game. “That game proved to us that we could overcome any adversity, that we could defeat anyone. It is fair to say that it was not only a great game, but also a defining moment in NFL history.”



FIVE LONGEST GAMES IN NFL HISTORY

<u>Date</u>	<u>Game (Score)</u>	<u>Length in Minutes</u>
Dec. 25, 1971	AFC Divisional (Miami 27 at Kansas City 24)	82:40
Dec. 23, 1962	AFL Championship (Dallas Texans 20 at Houston Oilers 17)	77:54
Jan. 3, 1987	AFC Divisional (Cleveland 23 vs. N.Y. Jets 20)	77:02
Dec. 24, 1977	AFC Divisional (Oakland 37 at Baltimore Colts 31)	75:43
Jan. 10, 2004	NFC Divisional (Carolina 29 at St. Louis 23)	75:10



BACK TO FOOTBALL



WHAT TO LOOK FOR IN 2011

The **GREEN BAY PACKERS** need seven total victories to become the second team in NFL history with 700 total victories. Green Bay (693-540-36 all-time record) would join Chicago (721-530-42) as the only teams to accomplish the feat.

The **ARIZONA CARDINALS** need six victories to reach 500 total victories. Arizona's all-time record is 494-698-39.

The **DETROIT LIONS** need four regular-season victories to reach 500 total regular-season victories. Detroit's all-time regular-season record is 496-593-32.

The **SAN DIEGO CHARGERS** need six victories to reach 400 total victories. San Diego's all-time record is 394-393-11.

The **TENNESSEE TITANS** need nine victories to reach 400 total victories. Tennessee's all-time record is 391-408-6.

The **ATLANTA FALCONS** need five victories to reach 300 total victories. Atlanta's all-time record is 295-403-6.

The **CINCINNATI BENGALS** need nine victories to reach 300 total victories. Cincinnati's all-time record is 291-381-2.

The **NEW ORLEANS SAINTS** need nine victories to reach 300 total victories. New Orleans' all-time record is 291-390-5.

The **INDIANAPOLIS COLTS** need to qualify for the 2011 postseason to become the first team in NFL history to advance to the playoffs in 10 consecutive seasons. Indianapolis and Dallas (1975-1983) are the only teams with nine consecutive playoff appearances.



The Green Bay Packers can become the second team with 700 total wins



RETURN TO TITLETOWN

The **GREEN BAY PACKERS** put the Title back in Titledown with a 31-25 victory over the Pittsburgh Steelers in Super Bowl XLV. It marked the team's 13th NFL championship – the most all-time – and the club's fourth Super Bowl title.

NFL CHAMPIONSHIPS

Green Bay Packers	13
Chicago Bears	9
New York Giants	7
Pittsburgh Steelers	6
Three tied	5

“Winning the Super Bowl was just a very special moment,” says Packers Pro Bowl safety **NICK COLLINS**. “It’s something I’ll cherish for the rest of my life. I’ve been chasing this dream for a long, long time and I’m just glad to be a part of it.”

The Packers won seven of their final 10 regular-season games to clinch a playoff spot and then became just the second No. 6 seed to win a Super Bowl since the NFL adopted a 12-team playoff format in 1990. Green Bay won three postseason road games – at Philadelphia (21-16), Atlanta (48-21) and Chicago (21-14) – to advance to Super Bowl XLV.



After defeating the NFC North rival Bears in the NFC Championship Game, Packers Pro Bowl cornerback **CHARLES WOODSON** (left) addressed the team in the locker room. “I told them, ‘One mind, one goal, one more purpose for one more game.’ We had to take care of business one more time.”

And they did. With the victory over Pittsburgh in Super Bowl XLV, Green Bay reclaimed the Vince Lombardi Trophy, named after the legendary Packers head coach.

“This is where it belongs,” says Green Bay All-Star linebacker **A.J. HAWK** about the trophy. “It’s great to bring that back home.”

Packers quarterback **AARON RODGERS** (below right) passed for 304 yards and three touchdowns en route to being named Super Bowl XLV MVP. He became only the fourth quarterback in NFL history to throw for at least 300 yards and three touchdowns in a Super Bowl, joining Pro Football Hall of Famers **JOE MONTANA** and **STEVE YOUNG** and **JAKE DELHOMME**.

“Aaron has proved that he’s one of the best, if not *the* best, quarterback in the game today,” says Green Bay Pro Bowl wide receiver **DONALD DRIVER**, who watched his quarterback throw for 1,094 yards during the 2010 playoffs, the second-best mark for a single postseason in NFL history.

With a star quarterback leading a potent offense, and a defense that ranked No. 2 last year in scoring defense, the Packers are gearing up to keep the Vince Lombardi Trophy at home in Titledown.

“We brought the title home together!” Rodgers told Packers fans during the team’s victory celebration at Lambeau Field. “We love you! I tell you what, Green Bay, we’re going to be here next year doing the exact same thing!”

Packers head coach **MIKE MC CARTHY** knows that defending the championship will not be easy.



“There is plenty to improve on,” says McCarthy. “We’re not perfect as a football team by any means just because we won the world championship. It’s going to be a challenge for us to repeat the job that we did. We’ll take it one day at a time. But that’s the challenge. Handling success to me is the biggest challenge in this business.”

Woodson, one of the captains and a veteran leader on the team, already understands what needs to be done.

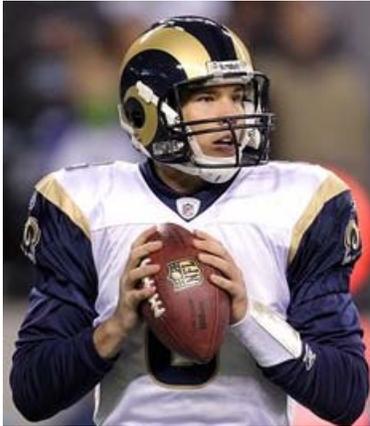
“The way we prepared last year, it brought us a title,” says Woodson. “This year, we’ll prepare even harder.”

QUARTERBACK SUCCESS

2010 was most certainly the “Year of the Quarterback.”

Touchdown passes (751) were at an all-time high, and games averaged 443.1 passing yards per game, the most in history (441.6 in 1995). The league-wide passer rating (84.1) and touchdown-interception ratio (1.47:1) were both at historic levels, topping the previous records set in 2008 (83.2 passer rating) and 2004 (1.40:1 TD:INT ratio).

As professional football has evolved, the sophistication and importance of the passing game has increased. Defenders have grown stronger and faster while defensive coordinators have become more creative. Moving the ball downfield three yards at a time via the run has grown increasingly difficult.



“To score points consistently, you have to find a way to create big plays,” says San Diego Chargers head coach **NORV TURNER**. “When you really break it down, with all the things defenses do now like zone blitzes, multiple looks, multiple personnel, it’s harder to put together those 10-, 12-, 14-play drives.”

This trend has helped allow the growing number of star NFL quarterbacks – ranging from established veterans like **PEYTON MANNING** and **PHILIP RIVERS** to promising youngsters like **SAM BRADFORD** (left) and **JOSH FREEMAN** (below right) – to fully showcase their passing talents.

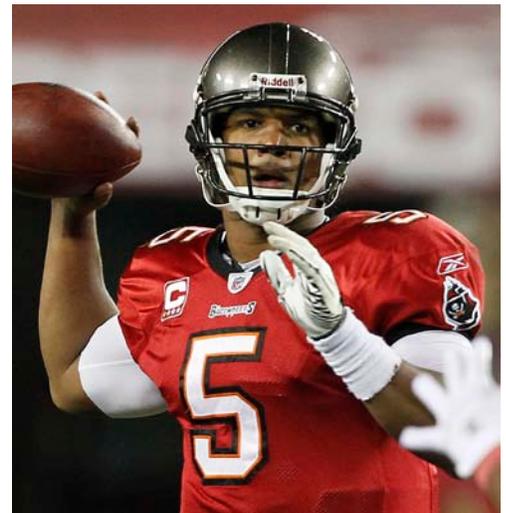
A record 22 quarterbacks passed for at least 3,000 yards in 2010, surpassing the previous best of 19 in 2001 and 2009. Eleven quarterbacks threw for 25+ passing touchdowns, the second-most in history (12 in 2009). Four quarterbacks finished the year with a passer rating of 100.0 or better, which is tied for the second-most in history (five in 2009; four in 1998 and 2004).

The quarterbacks with 3,000+ yards, 25+ touchdowns or a 100.0+ passer rating in 2010:

3,000 YARDS	
PLAYER	YARDS
Philip Rivers	4,710
Peyton Manning	4,700
Drew Brees	4,620
Matt Schaub	4,370
Eli Manning	4,002
Carson Palmer	3,970
Aaron Rodgers	3,922
Tom Brady	3,900
Matt Ryan	3,705
Kyle Orton	3,653
Joe Flacco	3,622
Sam Bradford	3,512
Josh Freeman	3,451
Donovan McNabb	3,377
Chad Henne	3,301
Mark Sanchez	3,291
Jay Cutler	3,274
Ben Roethlisberger	3,200
Matt Cassel	3,116
Michael Vick	3,018
Matt Hasselbeck	3,001
Ryan Fitzpatrick	3,000

25 TDs	
PLAYER	TDs
Tom Brady	36
Drew Brees	33
Peyton Manning	33
Eli Manning	31
Philip Rivers	30
Aaron Rodgers	28
Matt Ryan	28
Matt Cassel	27
Carson Palmer	26
Joe Flacco	25
Josh Freeman	25

100.0 PASSER RATING	
PLAYER	RATING
Tom Brady	111.0
Philip Rivers	101.8
Aaron Rodgers	101.2
Michael Vick	100.2



A sampling of quotes from around the league about the growing number of standout NFL quarterbacks:

- “It’s a quarterback’s league now. It’s how the game has evolved. You’ve got coaches willing to throw the ball more than ever, and you’ve got receivers who are the best athletes on the field. Why wouldn’t a coach want to use weapons like that?” – CBS analyst and Pro Football Hall of Fame quarterback **DAN FOUTS**
- “There’s no question there are more good quarterbacks in the league right now. When there are more elite players at that position, it opens up the offense.” – Chicago Bears offensive coordinator **MIKE MARTZ**
- “There are a lot of quarterbacks playing at a high level, more than I’ve seen in a long time.” – Super Bowl winning quarterback **JOE THEISMANN**



COLTS LOOK TO KEEP PLAYOFF STREAK ALIVE

The **INDIANAPOLIS COLTS** have advanced to the postseason in each of the past nine seasons, including two Super Bowl appearances (XLI and XLIV), and can pass the Dallas Cowboys (1975-1983) for the most consecutive playoff appearances in NFL history.

Indianapolis tight end **DALLAS CLARK** says the Colts' ability to reach the postseason boils down to everyone in the organization having the same goal in mind – winning.

“Everyone is a phenomenal teammate,” says Clark. “Everyone has the right focus, the frame of mind and goals in life. You can go even higher with our head coach **JIM CALDWELL** and owner **JIM IRSAY**. Everyone is on the same page and is there for the same purpose. It’s really good chemistry that we have. The players have done a great job, the leaders have done a great job of leading and the young guys have done a great job of learning their role as a player.”

CONSECUTIVE POSTSEASON APPEARANCES

TEAM	YEARS	STREAK
Dallas Cowboys	1975-1983	9
Indianapolis Colts	2002-2010	9*
Dallas Cowboys	1966-1973	8
Pittsburgh Steelers	1972-1979	8
Los Angeles Rams	1973-1980	8
San Francisco 49ers	1983-1990	8

*Active

In 2011, Indianapolis looks to extend another streak by registering its 10th consecutive 10-win season, trailing only the 1983-98 San Francisco 49ers (16) for the longest streak in league annals. Motivated by the desire to attain future success, the Colts know that last year means nothing and the focus is already in the works for 2011.

“You can see many times where teams have been very good one year and not do as well the next year, maybe not even make it to the playoffs,” says Caldwell. “I don’t take it lightly that we have been able to put it together and do extremely well. I am humbled by it, to be honest with you.”

TOP SUPERLATIVE? RUN THE BALL!

When an offense runs the ball effectively, it sets up manageable third-down situations and controls the clock to help the team succeed in all phases of the game.



In 2010, NFL teams with a 100-yard rusher in a game posted an 87-34 record (.719), a winning percentage that rated higher than clubs boasting either a 100-yard receiver (.538; 92-79) or a 300-yard passer (.490; 47-49). It marked the third time in the past four seasons that NFL clubs with 100-yard rushers in a game registered a winning percentage above .700, a mark not reached by teams with 100-yard receivers or 300-yard passers in each of the past five seasons.

“I’m in the games and I’m being productive. That’s what my team needs me to do,” says Atlanta Falcons All-Star running back **MICHAEL TURNER** (left), whose squad was undefeated (7-0) last season in his NFC-best seven 100-yard rushing games. “The numbers will take care of themselves if you are going out there and playing hard.”

Over the past five years, teams have compiled a 468-183 record (.719) when a player has eclipsed the 100-yard rushing mark. By comparison, clubs with a 300-yard passer have a .570 winning percentage (240-181-1), while offenses with a 100-yard receiver have won 56.9 percent of games (440-333-1).

The winning percentage of teams with a 100-yard rusher, 100-yard receiver, or 300-yard passer over the past five seasons:

	100-YARD RUSHERS	
	W-L	WIN PCT.
2006	107-47	.695
2007	102-37	.734
2008	93-30	.756
2009	79-35	.693
2010	87-34	.719
Total	468-183	.719

	100-YARD RECEIVERS	
	W-L	WIN PCT.
2006	81-68	.544
2007	87-66	.569
2008	88-63-1	.582
2009	92-57	.617
2010	92-79	.538
Total	440-333-1	.569

	300-YARD PASSERS	
	W-L	WIN PCT.
2006	36-29	.554
2007	43-38	.531
2008	47-28-1	.625
2009	67-37	.644
2010	47-49	.490
Total	240-181-1	.570

TURNOVERS ARE KEY TO VICTORY

What is one of the secrets to success in the NFL? Winning the turnover battle certainly ranks high on the list.

“It’s about taking care of the football and getting it,” says Seattle Seahawks head coach **PETE CARROLL**. “It’s not just giving up the ball, it’s getting the ball too. It’s the No. 1 emphasis in the program.”

Last season, the four teams with a turnover differential of at least +10 – New England (+28), Pittsburgh (+17), Atlanta (+14) and Green Bay (+10) – all made the playoffs and combined for a 49-15 record (.766). In addition, the list included both Super Bowl XLV participants in Green Bay and Pittsburgh.

TEAM	TOTAL TAKEAWAYS	TOTAL GIVEAWAYS	NET DIFFERENTIAL	RECORD
New England	38	10	+28	14-2
Pittsburgh	35	18	+17	12-4
Atlanta	31	17	+14	13-3
Green Bay	32	22	+10	10-6

For the Patriots, their turnover differential of +28 trailed only the 1983 Washington Redskins (+43) for the best such mark since 1970. In addition, the team set an NFL record for fewest turnovers in a 16-game season with 10 while also setting an NFL record by not committing a turnover in seven consecutive games.

“There is nothing more important than taking care of the ball,” says New England head coach **BILL BELICHICK**. “If you handle the ball, it’s a critical job for your team and we emphasize that every week. That’s our No. 1 thing offensively and in the kicking game, to take care of the football when you possess it. Nothing comes before that. That’s a weekly goal.”

The Super Bowl champion Packers would agree. Green Bay, which finished the season with a +10 differential, did not give the ball up once and forced three Pittsburgh turnovers during the Packers’ 31-25 triumph over the Steelers in Super Bowl XLV.

“Turnovers take on significance every time you take the field, and the playoffs are the most important time of year, so it’s obviously more significant,” says Green Bay head coach **MIKE MC CARTHY**.

How some other NFL personalities view the turnover battle:

NAME, TEAM	ON THE IMPORTANCE OF WINNING THE TURNOVER BATTLE
TOM BRADY , Patriots quarterback	“The first goal every week is no turnovers. It results in more scoring opportunities for us and fewer scoring opportunities for them.”
JOHN FOX , Broncos head coach	“I’ve always believed defense in this league is about taking the ball away. Turnovers either result in points off the board or points on the board.”
JASON GARRETT , Cowboys head coach	“Ultimately, at the end of the day, it’s about who has more points. But the one statistic that factors into who has more points, more than anything else, is turnovers. We make that emphasis in meetings and on the practice field. Then we carry that into the game.”

FOURTH-AND-ONE

When faced with a fourth-and-one situation, coaches and players rely on all of their strengths and research in a significant match of wits and physical fortitude.

The **JACKSONVILLE JAGUARS**, who attempted (16) and converted (12) the most fourth-and-one situations in the NFL last season, were one of seven clubs that converted at least 75 percent of such scenarios (minimum five attempts). The **ST. LOUIS RAMS** led all teams in efficiency by converting all six attempts.

“You’ve got to be aggressive in the NFL and you’ve got to take chances,” says Jaguars running back **MAURICE JONES-DREW** (right). “Sometimes they backfire, but more times than not, we feel like we have a chance to keep it going.”



The teams from last year with the most attempts and the best efficiency on fourth-and-one:

MOST ATTEMPTS, FOURTH-AND-ONE			
TEAM	ATT.	CONV.	PCT.
Jacksonville	16	12	75.0
Cincinnati	11	7	63.6
Philadelphia	10	7	70.0
Dallas	9	6	66.7
Green Bay	9	3	33.3

MOST EFFICIENT, FOURTH-AND-ONE (MIN. 5 ATT.)			
TEAM	ATT.	CONV.	PCT.
St. Louis	6	6	100.0
Atlanta	7	6	85.7
Kansas City	7	6	85.7
New York Jets	6	5	83.3
Detroit	8	6	75.0
Jacksonville	16	12	75.0
Oakland	8	6	75.0

GOOD THINGS COME IN PAIRS

What is better than having a great running back on your team? Having two!



Last season, eight clubs boasted two running backs with at least 500 rushing yards apiece, including four playoff teams – Kansas City, New England, the New York Jets and Seattle.

“Certain teams use a system with multiple backs,” says Chiefs head coach **TODD HALEY**. “If you have multiple backs with different styles, you can force defenses to prepare for more than one guy and that is where the advantage lies.”

The AFC West champion Chiefs did just that. Powered by the dynamic combination of **JAMAAL CHARLES** (left) and **THOMAS JONES** (right), Kansas City boasted the top rushing attack in the NFL at 164.2 yards per game on its way to the playoffs. Charles finished the season second in the league in rushing yards with 1,467 (**ARIAN FOSTER**, 1,616). Meanwhile, Jones picked up 896 yards of his own, providing Kansas City with an impressive duo in the backfield.

“You don’t want to tab them as Mr. Inside and Mr. Outside, but those two backs are pretty good at what they do,” says Buffalo Bills head coach **CHAN GAILEY**. “That is a very good duo.”

The Jets also had an impressive backfield, with **LA DAINIAN TOMLINSON** (below, No. 21) and **SHONN GREENE** (below, No. 23) combining for 1,680 yards on the ground en route to the team’s second consecutive appearance in the AFC Championship Game.

“You know how I feel about running backs,” says Jets head coach **REX RYAN**. “The ideal thing is you keep pounding and pounding them, and use as many backs as you can.”



The teams that employed two running backs with at least 500 rushing yards apiece in 2010:

TEAM	RUNNING BACKS	YARDS
Kansas City Chiefs	Jamaal Charles	1,467
	Thomas Jones	896
Miami Dolphins	Ronnie Brown	734
	Ricky Williams	673
New England Patriots	BenJarvus Green-Ellis	1,008
	Danny Woodhead	547
New York Giants	Ahmad Bradshaw	1,235
	Brandon Jacobs	823
New York Jets	LaDainian Tomlinson	914
	Shonn Greene	766
Oakland Raiders	Darren McFadden	1,157
	Michael Bush	655
San Diego Chargers	Mike Tolbert	735
	Ryan Matthews	678
Seattle Seahawks	Marshawn Lynch	573
	Justin Forsett	523



TIGHT ENDS ON THE RISE

In today's NFL, more teams are factoring the tight end into the offense.

For the second consecutive year, NFL tight ends in 2010 broke the single-season records for the most receptions (2,256), receiving yards (24,969) and touchdown catches (190) for the position. Thirteen tight ends caught at least 50 passes last year, the second-most in NFL history. Only the 2009 season (14) had more.

"It's a position of importance now as scouting departments put teams together," says Houston Texans head coach **GARY KUBIAK**. "They are weapons now. Tight ends used to block and catch 35 balls a year. Now these guys are catching 80 balls and gaining 1,000 receiving yards. It's a premium position in football."

Few are in a better position to understand the value of the tight end better than Baltimore Ravens General Manager and Executive Vice President **OZZIE NEWSOME**, who is one of eight tight ends to be enshrined in the Pro Football Hall of Fame.

"There are a number of reasons that tight ends are catching so many balls right now," says Newsome, who played 13 NFL seasons (1978-90). "We are getting a lot of good, young tight ends who are ready to play because of the pro-style offenses colleges are running these days. These players have the right size. They are 6-4 and weigh 260-270 pounds, and they can run. They can line up tight and block and you can split them out as a big receiver. And they do all of it well."

The versatility of today's tight ends causes matchup problems for the defense, which is crucial in the NFL's never-ending chess game between offensive and defensive coordinators.

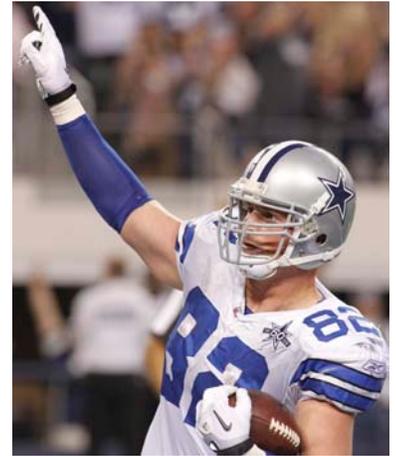
"That is where the league has gone – the athletic, all-around kind of player who gives you value on special teams and on offense," says San Francisco 49ers scout **BOB MORRIS**.

When an offense trots out a two-tight end, two-receiver personnel group, the defense must be ready for anything, particularly when one or both of the tight ends is a receiving threat.

"You can run out of that formation, but you can also split out one of those tight ends and have a mismatch on a linebacker," says Morris. "That is the value of those guys. If a defense is worried about the pass, that will naturally open room to run the football."

The 13 tight ends that caught at least 50 passes during the 2010 season:

PLAYER	TEAM	REC.	YARDS	TDs
Jason Witten (above right)	Dallas	94	1,002	9
Chris Cooley (below left)	Washington	77	849	3
Brandon Pettigrew	Detroit	71	722	4
Tony Gonzalez	Atlanta	70	656	6
Benjamin Watson	Cleveland	68	763	3
Jacob Tamme	Indianapolis	67	631	4
Kellen Winslow	Tampa Bay	66	730	5
Zach Miller	Oakland	60	685	5
Mercedes Lewis	Jacksonville	58	700	10
Vernon Davis (below center)	San Francisco	56	914	7
Dustin Keller	New York Jets	55	687	5
Jermaine Gresham (below right)	Cincinnati	52	471	4
Antonio Gates	San Diego	50	782	10



RINGING IN THE NEW YEAR

The night before the **GREEN BAY PACKERS** claimed a 31-25 win over the Pittsburgh Steelers in Super Bowl XLV, head coach **MIKE MC CARTHY** arranged for his players to have their fingers measured for championship rings.



"I thought it would be special," said McCarthy after Green Bay earned its 13th NFL title, the most in league history. "I thought it would give us a boost of confidence to do it the night before the game."

Four months after the victory, the Packers shared another special moment when they celebrated their title together during a ring ceremony on June 16. During the presentation, players, coaches and staff received their personalized rings, which host the team's esteemed "G" logo on the crest accompanied by the words "WORLD CHAMPIONS."

"It can't get any better than this," says Packers veteran wide receiver **DONALD DRIVER**. "I'm amazed. It's more than I expected. This is what we dreamed of."

In a tribute to the club's storied history, the franchise mark on the ring's face is comprised of 13 diamonds, one for each NFL championship. A football-shaped diamond is set on each corner in reference to Green Bay's fourth Super Bowl title (Super Bowl I, II, XXXI and XLV), while 92 diamonds surround the crest in homage to the Packers' 92-year history.

"A theme that a lot of people talked about was, now, we are part of the history and tradition of the Packers," says Green Bay President and CEO **MARK MURPHY**. "There's not a team in the league that has more tradition and history than the Packers, and we're now a part of that."

Additionally, an image of the club's treasured stadium, Lambeau Field, is carved into the side that includes the player's last name and jersey number. The opposite side of the ring boasts the word "PACKERS" and a characterization of the Lombardi Trophy that includes the Pro Football Hall of Fame head coach's name, the NFL shield and the numerals "XLV."

While the ring recognizes the club's legacy, it also features aspects symbolizing Green Bay's unique journey to the title game.

The Packers, who became the third team to win three road postseason games en route to a Super Bowl title, etched the score of each playoff win inside the ring, including its triumph in North Texas.

After Green Bay's 21-14 win over the Chicago Bears in the NFC Championship Game, Packers cornerback **CHARLES WOODSON** addressed his teammates in the locker room, stating they needed to play with one mind, one goal, one purpose and one heart.

Woodson's words are engraved inside the platinum and 18-karat yellow gold rings with the numeral "1" and "Mind, Goal, Purpose and Heart."

"It's a beautiful ring," says Woodson. "I don't think they could have made it any more spectacular. Best ring I've ever seen."

SUPER BOWL TROPHY BY THE NUMBERS

Immediately following a Super Bowl victory, the winner is presented with the **VINCE LOMBARDI TROPHY**.

"Sometimes it is slightly damaged during the celebration," says **ED WAWRYNEK**, vice president of Tiffany & Co., the trophy's manufacturer. "We always have an extra in case a catastrophe occurs, but so far nothing major has ever happened."

The trophy is then returned to Tiffany & Co. for any repairs and the engraving of the Super Bowl team names and the final score onto the base. It then goes back to the team for permanent possession. The particulars of the Vince Lombardi Trophy:



Weight	7 pounds
Height	22 inches
Man-hours To Complete	72
Made of	Sterling silver *
Year Designed	1966
First Sketched On	A napkin
Sketched By	Oscar Riedener **
Crafted by	Hand
Made In	Parsippany, NJ
Made By	Tiffany
Value	\$12,500
Sought Yearly By	1,700 players ***

*Including nuts and bolts. ** Former Tiffany VP of design. ***At least.



SUPER FOLLOW-UPS

How Super Bowl winners fared the following season, with teams that repeated in **bold** (eight Super Bowl winners won the title game the next year and three lost it):

Season	Super Bowl	Winner	Next Season
1966	I	Green Bay	Won Super Bowl
1967	II	Green Bay	Missed playoffs
1968	III	New York Jets	Lost in first round
1969	IV	Kansas City	Missed playoffs
1970	V	Baltimore	Lost AFC Championship Game
1971	VI	Dallas	Lost NFC Championship Game
1972	VII	Miami	Won Super Bowl
1973	VIII	Miami	Lost in first round
1974	IX	Pittsburgh	Won Super Bowl
1975	X	Pittsburgh	Lost AFC Championship Game
1976	XI	Oakland	Lost AFC Championship Game
1977	XII	Dallas	Lost Super Bowl
1978	XIII	Pittsburgh	Won Super Bowl
1979	XIV	Pittsburgh	Missed playoffs
1980	XV	Oakland	Missed playoffs
1981	XVI	San Francisco	Missed playoffs
1982	XVII	Washington	Lost Super Bowl
1983	XVIII	L.A. Raiders	Lost Wild Card Game
1984	XIX	San Francisco	Lost Wild Card Game
1985	XX	Chicago	Lost NFC Divisional Playoff Game
1986	XXI	New York Giants	Missed playoffs
1987	XXII	Washington	Missed playoffs
1988	XXIII	San Francisco	Won Super Bowl
1989	XXIV	San Francisco	Lost NFC Championship Game
1990	XXV	New York Giants	Missed playoffs
1991	XXVI	Washington	Lost NFC Divisional Playoff Game
1992	XXVII	Dallas	Won Super Bowl
1993	XXVIII	Dallas	Lost NFC Championship Game
1994	XXIX	San Francisco	Lost NFC Divisional Playoff Game
1995	XXX	Dallas	Lost NFC Divisional Playoff Game
1996	XXXI	Green Bay	Lost Super Bowl
1997	XXXII	Denver	Won Super Bowl
1998	XXXIII	Denver	Missed playoffs
1999	XXXIV	St. Louis	Lost Wild Card Game
2000	XXXV	Baltimore	Lost AFC Divisional Playoff Game
2001	XXXVI	New England	Missed playoffs
2002	XXXVII	Tampa Bay	Missed playoffs
2003	XXXVIII	New England	Won Super Bowl
2004	XXXIX	New England	Lost AFC Divisional Playoff Game
2005	XL	Pittsburgh	Missed playoffs
2006	XLI	Indianapolis	Lost AFC Divisional Playoff Game
2007	XLII	New York Giants	Lost NFC Divisional Playoff Game
2008	XLIII	Pittsburgh	Missed playoffs
2009	XLIV	New Orleans	Lost NFC Wild Card Game
2010	XLV	Green Bay	???

BACK TO FOOTBALL



WHAT TO LOOK FOR IN 2011

PEYTON MANNING, Indianapolis, needs 4,000 passing yards to become the first player in NFL history with 12 4,000-yard seasons. Manning is the only quarterback to accomplish the feat in 11 seasons.

Manning needs 22 touchdown passes to surpass Dan Marino (420) for second place all-time. In 13 seasons, Manning has thrown 399 touchdown passes. Manning has 22 games with four or more touchdown passes and needs two such games to surpass Brett Favre (23) for the most games with four touchdown passes in NFL history.

Manning has led the league in touchdown passes three times in his career and can tie Len Dawson, Brett Favre, Johnny Unitas and Steve Young (4) for the most seasons leading the league in touchdown passes (see Brady note).

Manning needs 286 pass completions to surpass Dan Marino (4,967) for second place all-time. In 13 seasons, Manning has 4,682 completions.

Manning has passed for 300 yards in a game 63 times in his career, tied with Dan Marino for the most all-time. Manning needs one 300-yard passing game to attain sole possession of first place.

TOM BRADY (right), New England, has led the league in touchdown passes three times in his career and can tie Len Dawson, Brett Favre, Johnny Unitas and Steve Young (4) for the most seasons leading the league in touchdown passes (see Manning note).



LA DAINIAN TOMLINSON, New York Jets, needs one touchdown to become the third player with 160 touchdowns (see Moss and Owens notes). Tomlinson would join Jerry Rice (208) and Emmitt Smith (175) as the only players to accomplish the feat. In 10 seasons, Tomlinson has scored 159 touchdowns.

Tomlinson needs six rushing touchdowns to become the second player with 150 rushing touchdowns. Tomlinson has scored 144 rushing touchdowns and would join Emmitt Smith (164) as the only players to accomplish the feat.

Tomlinson has four 200-yard rushing games in his career. Tomlinson needs two 200-yard games to surpass Tiki Barber (5) and tie O.J. Simpson (6) for the most all-time.

Tomlinson needs 698 rushing yards to surpass Jerome Bettis (13,662) and Curtis Martin (14,101) for fourth place all-time. In 10 seasons, Tomlinson has rushed for 13,404 yards.

Tomlinson needs 1,000 rushing yards to become the fifth player in NFL history with nine 1,000-yard rushing seasons. Only Walter Payton (10), Barry Sanders (10), Curtis Martin (10) and Emmitt Smith (11) have accomplished the feat.

Tomlinson needs 464 scrimmage yards to surpass Barry Sanders (18,190) for fifth place all-time. In 10 seasons, Tomlinson has 17,727 scrimmage yards.

TERRELL OWENS needs 25 receptions to surpass Tim Brown (1,094), Cris Carter (1,101) and Marvin Harrison (1,102) for second place all-time (see Gonzalez note). In 15 seasons, Owens has 1,078 receptions.

Owens needs 50 receptions to join Jerry Rice (17) as the only players in NFL history with 14 50-reception seasons (see Gonzalez note).

Owens needs 66 receiving yards to become the second player in NFL history with 16,000 receiving yards. Owens would join Jerry Rice (22,895) as the only players to accomplish the feat. In 15 seasons, Owens has 15,934 receiving yards.

Owens has recorded 1,000 receiving yards in a season nine times in his 15-year NFL career. Owens can join Jerry Rice (14) and Randy Moss (10) as the only players in NFL history with 10 seasons with 1,000 receiving yards (see Moss note).

Owens needs seven receiving touchdowns to become the second player in NFL history with 160 receiving TDs. Owens can join Jerry Rice (197) as the only other player in NFL history with 160 receiving touchdowns (see Moss note). In 15 seasons, Owens has 153 touchdown receptions.

Owens needs four touchdowns to become the third player with 160 touchdowns. Owens would join Jerry Rice (208) and Emmitt Smith (175) as the only players to accomplish the feat (see Moss and Tomlinson notes). In 15 seasons, Owens has scored 156 touchdowns.



TONY GONZALEZ (left), Atlanta, needs 34 receptions to surpass Terrell Owens (1,078), Tim Brown (1,094), Cris Carter (1,101) and Marvin Harrison (1,102) for second place all-time (see Owens note). In 14 seasons, Gonzalez has 1,069 receptions – the most ever by a tight end.

Gonzalez needs 50 receptions to join Jerry Rice (17) as the only players in NFL history with 14 50-reception seasons (see Owens note). Gonzalez is the only player in NFL history with 13 consecutive 50-reception seasons.

RANDY MOSS needs seven receiving touchdowns to become the second player in NFL history with 160 receiving TDs. Moss can join Jerry Rice (197) as the only other player in NFL history with 160 receiving touchdowns (see Owens note). In 13 seasons, Moss has 153 touchdown receptions.

Moss needs six touchdowns to become the third player with 160 touchdowns. Moss would join Jerry Rice (208) and Emmitt Smith (175) as the only players to accomplish the feat (see Owens and Tomlinson notes). In 13 seasons, Moss has scored 154 touchdowns.

Moss has led the league in touchdown receptions five times in his career and can tie Jerry Rice (6) for the second-most seasons leading the league in touchdown receptions (Don Hutson, 9).

Moss needs 351 receiving yards to surpass Tim Brown (14,934) and Isaac Bruce (15,208) for third place all-time. In 13 seasons, Moss has 14,858 receiving yards.

Moss has recorded 1,000 receiving yards in a season 10 times in his 13-year NFL career. Moss can join Jerry Rice (14) as the only players in NFL history with 11 seasons with 1,000 receiving yards.

Moss needs 46 receptions to become the eighth player in NFL history with 1,000 receptions. In 13 seasons, Moss has 954 receptions (see Mason and Ward notes).

HINES WARD, Pittsburgh, needs 46 receptions to become the eighth player in NFL history with 1,000 receptions (see Mason and Moss notes). In 13 seasons, Ward has 954 receptions.

DERRICK MASON needs 76 receptions to become the eighth player in NFL history with 1,000 receptions (see Moss and Ward notes). In 14 seasons, Mason has 924 receptions.

ANDRE JOHNSON (right), Houston, needs 100 receptions to become the third player in NFL history with four 100-catch seasons. Johnson can join Marvin Harrison and Jerry Rice as the only players with four 100-reception seasons (see Marshall, Wayne and Welker notes).

Johnson needs 1,500 receiving yards to join Marvin Harrison (3) and Jerry Rice (4) as the only players with three 1,500-yard seasons.

Johnson needs two games with 10 receptions and 100 receiving yards to become the NFL's all-time career leader. Johnson has 14 games with at least 10 catches and 100 receiving yards in his career and can surpass Marvin Harrison (14) and Jerry Rice (15) for the most such games in NFL history.



BRANDON MARSHALL, Miami, needs 100 receptions to become the third player in NFL history with four 100-catch seasons. Marshall can join Marvin Harrison (4) and Jerry Rice (4) as the only players with four 100-reception seasons (see Johnson, Wayne and Welker notes).

REGGIE WAYNE, Indianapolis, needs 100 receptions to become the third player in NFL history with four 100-catch seasons. Wayne can join Marvin Harrison (4) and Jerry Rice (4) as the only players with four 100-reception seasons (see Johnson, Marshall and Welker notes).



WES WELKER, New England, needs 100 receptions to become the third player in NFL history with four 100-catch seasons. Welker can join Marvin Harrison (4) and Jerry Rice (4) as the only players with four 100-reception seasons (see Johnson, Marshall and Wayne notes).

RAY LEWIS (left), Baltimore, needs 1.5 sacks to become the first player in NFL history to record 40 sacks and 30 interceptions in his career. In 15 seasons, Lewis has 38.5 sacks and 30 interceptions.

JASON TAYLOR needs 9.5 sacks to surpass Leslie O'Neal (132.5), Lawrence Taylor (132.5), John Randle (137.5), Richard Dent (137.5) and Michael Strahan (141.5) to move into fifth place all-time. In 14 seasons, Taylor has 132.5 sacks.

DARREN SHARPER needs two interception-return touchdowns to surpass Rod Woodson (12) for the most all-time (see C. Woodson note). In 14 seasons, Sharper has 11 interception-return touchdowns.

Sharper needs 72 interception-return yards to surpass Ed Reed (1,438) and Rod Woodson (1,483) for the most all-time (see Reed note). In 14 seasons, Sharper has 1,412 interception-return yards.

Sharper needs six interceptions to surpass Ronnie Lott (63), Ken Riley (65), and Dick "Night Train" Lane (68) to move into fourth place all-time. In 14 seasons, Sharper has 63 interceptions.

CHARLES WOODSON (right), Green Bay, needs three interception-return touchdowns to surpass Darren Sharper (11) and Rod Woodson (12) for the most all-time (see Sharper note). In 13 seasons, Woodson has 10 interception-return touchdowns.

ED REED, Baltimore, needs 46 interception-return yards to surpass Rod Woodson (1,483) for the most all-time (see Sharper note). In nine seasons, Reed has 1,438 interception-return yards.

Reed is tied with Everson Walls (3) for the most seasons leading the league in interceptions and can become the first player in history to lead the league in INTs four times.

DE MARCUS WARE, Dallas, has led the league in sacks twice in his career and can become the first player to lead the league three times since the sack became an official statistic in 1982.



DEVIN HESTER, Chicago, is tied with Eric Metcalf (10) for the most punt-return touchdowns in history and needs one punt-return TD to become the all-time leader. In five seasons, Hester has 10 punt-return touchdowns.

JOSHUA CRIBBS (left), Cleveland, needs two kickoff-return touchdowns to become the first player in history with 10 kickoff return TDs (see Washington note). In six seasons, Cribbs is the all-time leader with eight kickoff return touchdowns.

LEON WASHINGTON, Seattle, needs two kickoff-return touchdowns to surpass Joshua Cribbs (8) for the most all-time (see Cribbs note). In five seasons, Washington has seven kickoff return TDs.

STREAKING INTO 2011

PEYTON MANNING, Indianapolis, needs 25 touchdown passes to become the first player in NFL history to throw 25 touchdown passes in 14 consecutive seasons. Manning is the only player to have 13 consecutive seasons with 25 touchdown passes.

Manning has passed for 3,000 yards in each of the past 13 seasons and owns the second-longest streak of consecutive 3,000-yard seasons (Brett Favre, 18). Manning is the only player in NFL history to start a career with 13 consecutive 3,000-yard seasons.

PHILIP RIVERS (right), San Diego, has led the league in average yards per pass in each of the past three seasons and can join Steve Young (4) and Sid Luckman (5) as the only players to do so in four consecutive seasons.



PEY DAY



Indianapolis Colts quarterback **PEYTON MANNING** (left) continues to etch his name in the NFL's record books.

Manning's success has been attributed to his preparation, focus, dedication, durability and passion for the game.

"Peyton isn't just a quarterback," says CBS analyst and former NFL quarterback **BOOMER ESIASON**. "He's an offensive coordinator, he runs meetings, he runs practices, he shows up first and he's the last to leave. It's his leadership in the locker room, in the meeting rooms, on the practice field and then on game day."

Colts head coach **JIM CALDWELL**, who served as Manning's quarterback coach for seven years (2002-08), has been a witness to the four-time MVP's formula for success.

"Having a chance to work with him closely by coaching the quarterback position prior to my duties as they are presently, we developed a pretty tight bond," says Caldwell. "He epitomizes everything good in professional athletics. He's sharp, hardworking, and very diligent about his preparation. He does a fine job during the offseason in terms of taking care of his arm, taking care of his legs. He eats right and gets enough sleep. He takes everything seriously. Every single snap, every single meeting. He's a guy that is a real joy to coach."

Manning, who is entering his 14th NFL season, ranks third all-time in career passing yards (54,828), completions (4,682) and touchdown passes (399). Manning needs 286 completions and 22 touchdown passes in 2011 to surpass Pro Football Hall of Famer **DAN MARINO** (4,967 completions, 420 TDs) for second place all-time in each category.

MOST PASSING YARDS

Brett Favre	71,838
Dan Marino	61,361
<i>Peyton Manning</i>	<i>54,828*</i>
John Elway	51,475
Warren Moon	49,325

*Active

MOST COMPLETIONS

Brett Favre	6,300
Dan Marino	4,967
<i>Peyton Manning</i>	<i>4,682*</i>
John Elway	4,123
Warren Moon	3,988

*Active

MOST TD PASSES

Brett Favre	508
Dan Marino	420
<i>Peyton Manning</i>	<i>399*</i>
Fran Tarkenton	342
John Elway	300

*Active

In 2011, the Colts' unquestioned leader can become the first quarterback in league history to throw 25 touchdown passes in 14 consecutive seasons as well as become the first quarterback to throw for 4,000 yards in 12 different seasons.

CONSECUTIVE SEASONS WITH 25+ TD PASSES

<i>Peyton Manning</i>	<i>1998-2010</i>	<i>13*</i>
Dan Marino	1984-1988	5
Brett Favre	1994-1998	5
Drew Brees	2006-2010	5*
Brett Favre	2001-2004	4

*Active

MOST 4,000-YARD PASSING SEASONS

<i>Peyton Manning</i>	<i>11*</i>
Dan Marino	6
Brett Favre	6
Drew Brees	5*
Warren Moon	4

*Active

"Playing with Peyton Manning has made it a lot easier," says Colts wide receiver **PIERRE GARÇON** (right, with Manning), who enters his fourth season. "He tells you what to do, you listen to it. He's been around for a long time. He's the leader that you want to follow. He's been doing it for a long time, and he's been doing it well for a long time. It's easy to follow him and take what he says."

ESPN analyst and former NFL quarterback **RON JAWORSKI** says a great deal of Manning's success can be attributed to his high level of football intelligence against complex NFL defenses.

"The thing that always amazes me about Peyton Manning is the speed at which he processes what he sees on the field," says Jaworski. "It's not just all that preparation that he's famous for, it's also how quickly he puts it to use. The speed of processing. It's been years since Peyton has been surprised by a defense. He is second to none in the pre-snap phase of seeing the defenses. He knows where he's going with the ball before it's snapped. He is simply amazing in preparation and speed of processing. There is no one like him and that gives his team confidence, no matter who they're facing, or what the situation is."



JETS

TOMLINSON CLOSES IN ON MORE TD RECORDS

New York Jets running back **LA DAINIAN TOMLINSON** (below right) continues to climb up the charts in the NFL record book. The five-time All-Star currently ranks second all-time in career rushing touchdowns (144) and third in total TDs (159).

MOST CAREER RUSHING TOUCHDOWNS

PLAYER	YEARS	RUSH TDs
Emmitt Smith	1990-2004	164
LaDainian Tomlinson	2001-2009	144*
Marcus Allen	1982-1997	123
Walter Payton	1975-1987	110
Jim Brown	1957-1965	106

*Active

MOST CAREER TOTAL TOUCHDOWNS

PLAYER	YEARS	TOTAL TDs
Jerry Rice	1985-2004	208
Emmitt Smith	1990-2004	175
LaDainian Tomlinson	2001-2010	159*
Terrell Owens	1996-2010	156*
Randy Moss	1998-2010	154*

*Active

Entering his 11th season, Tomlinson has been a model of consistency on the field and in the community. He has garnered numerous accolades, including earning Associated Press NFL MVP and Offensive Player of the Year honors in 2006, as well as off-the-field recognition by being named Walter Payton co-NFL Man of the Year.

"L.T., to me, is probably one of the greatest to ever do it and the greatest to ever keep doing it," says Baltimore Ravens Pro Bowl linebacker **RAY LEWIS**. "If you don't respect that, he'll hurt you with it. That by itself, for me, means that you have to prepare a certain way when you get ready to play a guy like this."

Last year, in his first season with the Jets, Tomlinson, who has 13,404 career rushing yards, passed Pro Football Hall of Famers **TONY DORSETT** (12,739) and **ERIC DICKERSON** (13,259) to move into sixth place on the NFL's all-time rushing list. Tomlinson currently needs 698 rushing yards to surpass **JEROME BETTIS** (13,662) and **CURTIS MARTIN** (14,101) for the fourth-most rushing yards all-time.



MOST CAREER RUSHING YARDS

PLAYER	SEASONS	RUSHING YARDS
Emmitt Smith	15	18,355
Walter Payton	13	16,726
Barry Sanders	10	15,269
Curtis Martin	11	14,101
Jerome Bettis	13	13,662
LaDainian Tomlinson	10	13,404*

*Active

Along with Tomlinson's leadership qualities, Jets quarterback **MARK SANCHEZ** (below, handing the ball off to Tomlinson) states that Tomlinson's unique ability to sense the whereabouts of defenders makes him a special player when the ball is in his hands.

"He's got such great vision, he's got such great feel," says Sanchez. "He knows when I start moving to kind of shadow me and find the open lane, and that's what he does. It makes it easy on me having a guy like that."



MATTY ICE KEEPS WINNING



Last season, Pro Bowl quarterback **MATT RYAN** (left) guided the Atlanta Falcons to a 13-3 record and an NFC South division title.

“Matt Ryan is a superstar in progress,” says NFL Network analyst **STEVE MARIUCCI**. “He is the leader and face of that organization.”

Ryan, the No. 3 overall pick in the 2008 NFL Draft, has led the Falcons to 33 wins in his first three NFL seasons, tied with Pro Football Hall of Famer **DAN MARINO** for the most wins by a starting quarterback in his first three seasons among players who began their careers after the 1970 merger.

“Matt has not only the physical tools you look for in a starting NFL quarterback, but also the mental toughness,” says Atlanta head coach **MIKE SMITH**. “He’s a very tough guy. He’s resilient. He’s always trying to get better and become a more consistent quarterback. His work ethic is second-to-none.”

“This is Matt’s team,” adds Falcons tight end **TONY GONZALEZ**. “He’s the face of this franchise. He’s the future of this franchise. He’s going to be one of the best quarterbacks in this league before it’s all said and done.”

The starting quarterbacks with the most wins in their first three seasons among players who began their careers after 1970:

QUARTERBACK	TEAM	FIRST THREE YEARS	WINS
Dan Marino	Miami	1983-1985	33
Matt Ryan	Atlanta	2008-2010	33
Joe Flacco	Baltimore	2008-2010	32
Ben Roethlisberger	Pittsburgh	2004-2006	29
John Elway	Denver	1983-1985	27

YO ADRIAN!

In his first four NFL seasons, Minnesota Vikings running back **ADRIAN PETERSON** (right) has amassed rushing numbers seen by few others in league history.

Last year, Peterson, who was selected to his fourth Pro Bowl, rushed for 1,298 yards and 12 touchdowns. He joined **LA DAINIAN TOMLINSON** (first seven seasons) and Pro Football Hall of Famers **EARL CAMPBELL** and **ERIC DICKERSON** as the only players in NFL history to rush for at least 1,200 yards and 10 touchdowns in each of his first four seasons.

“Adrian Peterson is a special talent,” says Pro Football Hall of Famer **JIM BROWN**. “His ability to make moves, accelerate and break tackles is what makes him special.”

The running backs to rush for 1,200+ yards and 10+ touchdowns in each of his first four seasons:



RUNNING BACK	TEAM	YEAR	RUSHING YARDS	RUSHING TDS
LaDainian Tomlinson	San Diego	2001	1,236	10
		2002	1,683	14
		2003	1,645	13
		2004	1,335	17
		2005	1,462	18
		2006	1,815	28
		2007	1,474	15
Earl Campbell	Houston Oilers	1978	1,450	13
		1979	1,697	19
		1980	1,934	13
		1981	1,376	10
Eric Dickerson	LA Rams	1983	1,808	18
		1984	2,105	14
		1985	1,234	12
		1986	1,821	11
Adrian Peterson	Minnesota	2007	1,341	12
		2008	1,760	10
		2009	1,383	18
		2010	1,298	12

TITANIC PERFORMANCE



A dynamic runner with breakaway speed, Tennessee Titans running back **CHRIS JOHNSON** (left) has enjoyed one of the most prolific starts to a career in NFL history. The Pro Bowl running back has rushed for 4,598 yards, the third-most of any player through his first three seasons.

“Anything you can say about a top running back in the league, he has it, all of the attributes and more,” says Jacksonville Jaguars linebacker **KIRK MORRISON**. “You see a lot of running backs that always have their heads down and running extremely hard with determination and grit, but yet when you see him, it’s almost effortless. Seeing his speed on the field, there is not one person in this league that can run as fast as Chris Johnson. He also has some strength that nobody really knows about. He can run you over.”

MOST RUSHING YARDS IN FIRST THREE SEASONS

PLAYER	TEAM	FIRST THREE YEARS	RUSHING YARDS
Eric Dickerson	Los Angeles Rams	1983-1985	5,147
Earl Campbell	Houston Oilers	1978-1980	5,081
Chris Johnson	Tennessee	2008-2010	4,598
LaDainian Tomlinson	San Diego	2001-2003	4,564
Adrian Peterson	Minnesota	2007-2009	4,484

Johnson, who was named the 2009 NFL Offensive Player of the Year by the Associated Press after becoming the sixth player in NFL history to rush for 2,000 yards (2,006), posted 1,364 rushing yards last season and became the 10th player in NFL history to reach 1,200 rushing yards in each of the first three seasons of his career.

“He’s a huge threat at any point in time,” says Indianapolis Colts head coach **JIM CALDWELL**. “He might run for five or six yards here and there and then all of a sudden he hits you with a 70-yarder. He’s dangerous, not only from running it from scrimmage out of the backfield, but also screen passes and things of that nature. He can catch, he can run, he’s very, very dangerous when he gets a seam.”

FOSTER TOPS NFL IN RUSHING

Houston Texans running back **ARIAN FOSTER** (right) exploded onto the NFL scene with a franchise-record 231 yards to kick off the 2010 season and became the first player in league history to rush for at least 200 yards and three touchdowns on Kickoff Weekend.



Foster carried that momentum throughout the season and went on to lead the NFL with 1,616 rushing yards, joining **PRIEST HOLMES** (1,555 in 2001) as the only undrafted players to lead the league in rushing since the advent of the common draft in 1967.

PLAYER	TEAM	YEAR	RUSH YARDS
Priest Holmes	Kansas City Chiefs	2001	1,555
Arian Foster	Houston Texans	2010	1,616

Signed as an undrafted free agent from the University of Tennessee in 2009, Foster spent the majority of that season on the Texans’ practice squad.

The 6-1, 227-pound running back recorded 604 receiving yards last season and joined **LA DAINIAN TOMLINSON** (1,645 and 725 in 2003) and Holmes (1,615 and 672 in 2002) as the only players in NFL history to record 1,600 or more rushing yards and 600 or more receiving yards in a season.

PLAYER	TEAM	YEAR	RUSH YARDS	RECEIVING YARDS
Priest Holmes	Kansas City Chiefs	2002	1,615	672
LaDainian Tomlinson	San Diego Chargers	2003	1,645	725
Arian Foster	Houston Texans	2010	1,616	604

“Arian is really on top of his game,” says Houston head coach **GARY KUBIAK**. “He is the total package. What he has done is take all of that talent and figured out a way to be a pro and done it very quickly.”

Foster, who became the first Texans running back ever to be selected to a Pro Bowl, is preparing to reach new heights in 2011.

“This game is about challenging yourself to be the best,” says Baltimore Ravens All-Star linebacker **RAY LEWIS**. “That kid right there has the ability to do something real awesome. That’s a great young kid that is really trying to strive to do some great things.”

CHARLES IN CHARGE

Chiefs running back **JAMAAL CHARLES** (below left) played a pivotal role in Kansas City's resurgence in 2010 as the club finished atop the AFC West after a last-place finish in 2009. The 5-11, 199-pound speedster served as a big-play threat for an offensive unit that ranked No. 1 in rushing.

Last year, Charles – who finished second in the NFL with a career-high 1,467 rushing yards – averaged 6.38 yards per carry, joining Pro Football Hall of Famer **JIM BROWN** (6.40 yards per carry; 1,863 rush yards in 1963) as the only players in NFL history to have at least 1,400 rushing yards and average more than 6.30 yards per carry in a single season.

PLAYER	TEAM	YEAR	RUSHING YARDS	ATTEMPTS	YARDS PER CARRY
Jim Brown	Browns	1963	1,863	291	6.40
Jamaal Charles	Chiefs	2010	1,467	230	6.38

San Diego Chargers linebacker **SHAUN PHILLIPS**, who faces Charles twice a year in the AFC West, has a tremendous amount of respect for the Pro Bowl running back's skill level.



"We don't want Jamaal getting the ball because he has the ability to go the distance at any time," says Phillips on Charles' big-play ability. "He's always been told that you are too small to play in this league, you can't play running back in the NFL, not at that size. Clearly he used that as motivation and kept working and working."

"What separates Jamaal is obviously his speed. He has track speed. He has game speed. He's definitely one of those exceptional players with great balance. He will take a hit and go down on one hand and he will get up and run again. It's rare to see that with a guy that's built like him. He's clearly gotten better each year. I know he's not going to stop now."

The dual purpose back also displayed his versatility last season by amassing 1,935 scrimmage yards, the second-most in the league.

"It's about how often you want to give him the ball and how often you can get him in situations where you know he's going to be the more dominant player, whether it be running the ball, or whether it be catching the ball out of the backfield," says Chiefs guard **BRIAN WATERS**. "I think Jamaal is doing a great job of continuing to grow and continuing to turn into the superstar we know he can be."

BE-WARE OF DE MARCUS

In 2010, Dallas Cowboys Pro Bowl linebacker **DE MARCUS WARE** (right) led the NFL with 15.5 sacks, marking his fifth consecutive season (2006-10) with a double-digit sack total.

Ware, who posted an NFL-best 20 sacks in 2008, is the fifth player to lead the league in sacks in multiple seasons since the sack became an official statistic in 1982.

"Obviously, when you see a special player like him, he's in that category where you have to account for him," says Chicago Bears offensive coordinator **MIKE MARTZ**.

The players to lead the NFL in sacks in multiple seasons (since 1982):



PLAYER	TEAM(S)	SEASONS	SACKS
Mark Gastineau	New York Jets	1983	19
	New York Jets	1984	22
Reggie White	Philadelphia	1987	21
	Philadelphia	1988	18
Kevin Greene	Pittsburgh	1994	14
	Carolina	1996	14.5
Michael Strahan	New York Giants	2001	22.5
	New York Giants	2003	18.5
DeMarcus Ware	Dallas	2008	20
	Dallas	2010	15.5

THANK DEVIN

Chicago Bears Pro Bowl return specialist **DEVIN HESTER** (below) continues to bring fans to the edge of their seats every time he touches the ball.

Last year, Hester averaged 17.1 yards per punt return, the highest mark in NFL history (minimum 30 attempts).

“He’s a special player,” says Chicago head coach **LOVIE SMITH**. “He’s to the point now where every time he touches the football, you think he can score.”

PLAYER	TEAM	YEAR	PUNT RETURNS	PUNT RETURN YARDS	PUNT RETURN AVG.
<i>Devin Hester</i>	<i>Chicago</i>	<i>2010</i>	33	564	17.1
Jermaine Lewis	Baltimore	2000	36	578	16.1
Devin Hester	Chicago	2007	42	651	15.50
Speedy Duncan	San Diego	1965	30	464	15.47
Billy Johnson	Houston	1977	35	539	15.40

Hester also recorded three punt-return touchdowns in 2010 and is tied with **ERIC METCALF** (10) for the most punt-return touchdowns in NFL history.

“The success is from those 10 other guys,” says Hester about his teammates on the return unit. “I love them. All the glory goes to them.”

PLAYER	CAREER PUNT RETURN TDs
<i>Devin Hester</i>	10
Eric Metcalf	10
Brian Mitchell	9
Jack Christiansen	8
Rick Upchurch	8
Desmond Howard	8

In his career, Hester has 14 combined kick-return touchdowns (10 punt, four kickoff), the most in NFL history. Last year, Hester surpassed **BRIAN MITCHELL** (13) to become the NFL’s all-time leader in the category.

“It’s such an accomplishment at such a young stage in his career to be able to do that,” says Bears quarterback **JAY CUTLER**. “He’s a special player. He’s a game-changer. I’m glad he’s on our team.”

PLAYER	PUNT RETURN TDs	KICK RETURN TDs	COMBINED KICK RETURN TDs
<i>Devin Hester</i>	10	4	14
Brian Mitchell	9	4	13
Eric Metcalf	10	2	12
Dante Hall	6	6	12
Joshua Cribbs	2	8	10



YOUNG QUARTERBACKS ON THE RISE

Young quarterbacks around the NFL are making opponents take notice.

Falcons Pro Bowl quarterback **MATT RYAN**, who guided Atlanta to an NFC-best 13-3 record last season, is certainly ascending. The Boston College product has 33 career wins and tied Pro Football Hall of Famer **DAN MARINO** (33) for the most wins by a starting quarterback in his first three seasons among players who began their careers since 1970.

“He’s the face of this franchise,” says Falcons All-Star tight end **TONY GONZALEZ**. “He’s the future of this franchise. He’s going to be one of the best quarterbacks in this league before it’s all said and done.”



St. Louis Rams quarterback **SAM BRADFORD** (left) was named the 2010 NFL Offensive Rookie of the Year by The Associated Press after a record-breaking season.

The No. 1 overall selection in the 2010 NFL Draft set rookie passing records for completions (354) and attempts (590) while totaling 3,512 passing yards – the second-most by an NFL rookie quarterback (**PEYTON MANNING**, 3,739 in 1998) – and 18 touchdown passes – tied for the fifth-most by a rookie in league history.

Ryan and Bradford are only two of the many young quarterbacks that are taking the NFL by storm. Third-year quarterbacks **JOSH FREEMAN** of Tampa Bay (10-6 record as a starter in 2010), **MARK SANCHEZ** of the New York Jets (two AFC Championship Game appearances), **MATTHEW STAFFORD** of Detroit (91.3 passer rating as a starter in 2010) and fourth-year QB **JOE FLACCO** of Baltimore (32-16 record as a starter) hope to build on their experience going into 2011.

A few of the rising stars at quarterback who were drafted since 2008:

QB, TEAM	QUOTABLE
Sam Bradford , St. Louis	“Outside of his physical, God-given capabilities, I think you have a strong leader, someone now that has 16 starts under his belt. I think his capability of being a winner is not a question anymore. Now it’s just continuing to grow as a person, and getting some guys around him that are going to help not only take their games, but his game to another level.” – St. Louis Rams running back Steven Jackson
Joe Flacco , Baltimore	“I’ve watched a lot of film on Joe Flacco over the last three years and I know this, you can probably go around and ask most of the quarterbacks in the NFL, ‘Would you like to have a career start like Flacco has had?’ And almost everybody would go, ‘Absolutely.’” – Former NFL quarterback Phil Simms
Josh Freeman , Tampa Bay (below left)	“I think it’s time to start talking about this guy as one of the best young quarterbacks in the league. His track record sort of speaks for itself at this point in his career. He wants to be great. He’s so calm and so collected that nothing fazes him. I think that’s part of the package that makes him a great player and we’re really just starting to see what he’s capable of.” – Tampa Bay Buccaneers cornerback Ronde Barber
Matt Ryan , Atlanta	“Matt Ryan is probably the most competitive quarterback that I have ever been around. He’s as tough as nails. He has a great skill set not only physically, but mentally.” – Atlanta Falcons head coach Mike Smith
Mark Sanchez , NY Jets (below center)	“The sky is the limit for this guy. He’s a guy who is constantly getting better, and he plays his best football in the most critical situations. That’s what you want in your quarterback, meaning if you’re down in the fourth quarter, he can put a drive together to go up and win the game. He seems to play his best football at those times. That’s all you can ask from a guy who is at the quarterback position.” – New York Jets running back LaDainian Tomlinson
Matthew Stafford , Detroit (below right)	“He’s one of those guys that even when he was hurt, he took the reigns and still helped our other quarterbacks. He wants the best for the team. He definitely has those intangibles that allow us to do more in our offensive package.” – Detroit Lions defensive tackle Ndamukong Suh



DOUBLE TROUBLE RUNNING BACKS

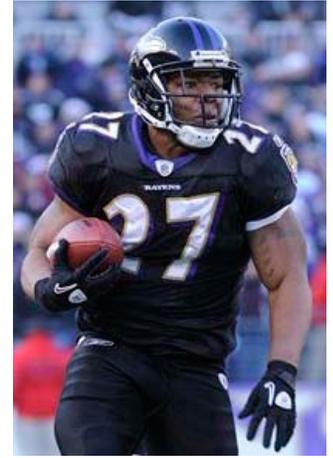
They seem to be all over the league.

Guys like **ARIAN FOSTER**, **RAY RICE** (right), **CHRIS JOHNSON** and others. Those running backs that can hurt you two ways – rushing... or catching... the ball.

“If a running back has certain skills – speed, vision, burst, ability to cut, good hands – he can play in any system, whether it's the I-formation, offset or in a spread,” says Baltimore Ravens general manager **OZZIE NEWSOME**.

Double-threat running backs not only force defenses to be ready for anything, but they allow offenses to keep their best playmakers on the field in any situation.

“Any time your best player is capable of playing downs one through three, you want him out there, especially with all the chips on the line,” says Pittsburgh Steelers running backs coach **KIRBY WILSON**.



More and more, offenses are relying on these dual-threat runners to keep the chains moving. Six running backs gained more than 1,200 rushing yards while registering at least 40 catches in 2010.

The six NFL running backs that gained 1,200 rushing yards and caught 40 passes in 2010:

RUNNING BACK	RUSHING YARDS	REC.	QUOTABLE
Arian Foster , Houston	1,616	66	“He’s a three-down football player. He never leaves the field, and he’s a young player with a tremendous amount of upside. He’s versatile, always falling forward. He runs good routes. It gives him a chance to be a great player. The thing that not many people know is just how smart of a player he is. Arian’s really on top of his game. He’s the total package.” – Houston head coach GARY KUBIAK
Ray Rice , Baltimore	1,220	63	“He’s a major part of their passing game. Any time a quarterback has confidence in a back to get him off the hook when there’s pressure or somebody’s not open, it’s easy to throw the ball to a guy like Ray Rice, let him run with it and see what he can do.” – New England head coach BILL BELICHICK
Ahmad Bradshaw , N.Y. Giants (below left)	1,235	47	“When you get him out there and you give him the football, he’s lightning in a bottle. It’s a lot of fun to block for him. You watch his legs and he can cut on a dime, but he still has power. You rarely see one guy take him down.” – Center SHAUN O’HARA
Steven Jackson , St. Louis (below right)	1,241	46	“He’s the key to the whole machine that is the St. Louis offense. He’s a big back who is hard to tackle. If you let him get loose on you, he can be a real handful.” – Jacksonville linebacker PAUL POSLUSZNY
Jamaal Charles , Kansas City	1,467	45	“Jamaal is really coming into his own. He has that home run ability, and they’re using him all over the place. They flex him out as a receiver and he’s doing some great things out there, beating corners and things like that. He is becoming a real dynamic guy.” – Dallas defensive coordinator ROB RYAN
Chris Johnson , Tennessee	1,364	44	“C.J. has a chance to be one of the best in the league because of his freakish ability to break plays. He can do it all.” – Fullback AHMARD HALL



BACK TO FOOTBALL

RECEIVERS MAKING A SPLASH

Last season, Pro Bowl wide receivers **DWAYNE BOWE** (left) of the Kansas City Chiefs, **REGGIE WAYNE** of the Indianapolis Colts and **RODDY WHITE** of the Atlanta Falcons reached historic milestones.



Bowe, who had a franchise-record 15 touchdown receptions in 2010, became the first Chief to lead the NFL in touchdown receptions in a season since OTIS TAYLOR in 1967 (tied for AFL lead). He also caught at least one touchdown pass in a team-record seven consecutive games.

“You go out there and you look at him, he is quick, he is fast, he is running around but at the same time, he is giving effort on every single play,” says Chiefs quarterback **MATT CASSEL**. “I am excited about Dwayne and about him continuing to grow and make progress with the rest of us.”

Wayne posted 111 receptions last year, the second-most in the NFL, and became the seventh player in NFL history to have three or more seasons with 100+ receptions.

“Reggie is a pure receiver as far as running routes and catching the ball,” says Miami Dolphins All-Star wide receiver **BRANDON MARSHALL**. “He knows how to control his body. He is the definition of a wide receiver.”

Players with three or more seasons with 100+ receptions:

PLAYER	SEASONS WITH 100+ RECEPTIONS
Marvin Harrison	4 (115, 102, 109, 143)
Jerry Rice	4 (100, 112, 122, 108)
Andre Johnson	3 (103, 115, 101)
Brandon Marshall	3 (102, 104, 101)
Herman Moore	3 (123, 106, 104)
Reggie Wayne	3 (104, 100, 111)
Wes Welker	3 (112, 111, 123)

White hauled in an NFL-best and franchise record 115 receptions last season. A first-round selection in the 2005 NFL Draft, White became the first Falcon ever to lead the league in receptions and joined **TERANCE MATHIS** (111 in 1994) and **ERIC METCALF** (104 in 1995) as the only players in club annals with 100 or more receptions in a season.

“Roddy is one of the strongest and most physical wide receivers that I have ever seen,” says Atlanta head coach **MIKE SMITH**. “The fans want to see a guy that comes out on every play and is going to be the very best that he can be. Those are the kind of guys that coaches want to coach and when you have guys like that, you are going to be successful.”



Reggie Wayne



Roddy White

ON TARGET

On each passing play, a quarterback goes through his progression of eligible receivers. Frequently, his first look is to his No. 1 receiver, the offense's biggest threat for a game-changing completion.

In 2010, Atlanta Falcons Pro Bowl wide receiver **RODDY WHITE** was targeted more than any other NFL receiver as 179 passes were thrown in his direction. White capitalized on his opportunities, finishing first in the league in catches (115) and first in the NFC in receiving yards (1,389).

White has been targeted 693 times over the past five seasons, the fourth-most among active players. Arizona Cardinals All-Star wide receiver **LARRY FITZGERALD** (right) has recorded the most targets (757) among active players during that stretch.



The most targeted receivers since 2006 among active players and the 2010 leaders:

MOST TARGETED PLAYERS SINCE 2006 (ACTIVE)				
PLAYER, TEAM(S)	TGT	REC	YARDS	AVG
Larry Fitzgerald, Ari.	757	452	6,015	13.3
Reggie Wayne, Ind.	748	483	6,584	13.6
Andre Johnson, Hou.	729	465	6,358	13.7
Roddy White, Atl.	693	401	5,632	14.0
Brandon Marshall, Den./Mia.	687	413	5,033	12.2

MOST TARGETED PLAYERS IN 2010				
PLAYER, 2010 TEAM	TGT	REC	YARDS	AVG
Roddy White, Atl.	179	115	1,389	12.1
Reggie Wayne, Ind.	176	111	1,355	12.2
Larry Fitzgerald, Ari.	173	90	1,137	12.6
Brandon Lloyd, Den.	153	77	1,448	18.8
Brandon Marshall, Mia.	145	86	1,014	11.8
Santana Moss, Was.	145	93	1,115	12.0



Reggie Wayne



David Garrard



Michael Vick

CLUTCH PERFORMERS



Many NFL games are decided in the fourth quarter. The difference between a win and a loss can come down to a clutch performer. Some of the most memorable moments in NFL history have taken place with the game on the line.

Pittsburgh Steelers quarterback **BEN ROETHLISBERGER** (left) embraces the opportunity to respond under pressure. Last year, Roethlisberger posted an NFL-best 110.3 passer rating in the fourth quarter.

"I don't know what it is," says Roethlisberger. "I think it's probably the competitiveness, the drive to want to do whatever it takes to win the game that's on the line and the ball is in your hands. You want to make the plays for your team and for your coach and the owner, everybody. I want to have the ball in my hand at the end of the game because I want it to be on my shoulders. I don't do it for the glory, I don't want to be a hero, I just want to win the game."

The quarterbacks with the highest fourth-quarter passer rating in 2010 (minimum 80 attempts):

PLAYER	TEAM	COMP	ATT	PCT	YARDS	TD	INT	4TH QUARTER RATING
Ben Roethlisberger	Pittsburgh	55	83	66.3	796	7	3	110.3
David Garrard	Jacksonville	52	85	61.2	667	7	1	108.3
Michael Vick	Philadelphia	59	100	59.0	853	6	0	106.8
Tom Brady	New England	63	97	64.9	736	8	2	106.7
Philip Rivers	San Diego	92	145	63.4	1,122	5	2	101.6

BIG PLAY EXCITEMENT

One big offensive play can ignite the fans and the coaches, providing the team momentum that could determine a game's final outcome.



Pittsburgh Steelers wide receiver **MIKE WALLACE** and Oakland Raiders running back **DARREN MC FADDEN** (left) created plenty of excitement for their teams and supporters in 2010 as they led the NFL in 20-yard receptions and 20-yard carries, respectively. Wallace hauled in 26 receptions of 20 yards or more while McFadden registered 14 rushes of at least 20 yards.

While a player may yearn for the top play on the weekend's highlight reel, McFadden recognizes that patience and self-assurance must work together.

"If there's a big play there, you just have to take it as it comes to you," says McFadden. "Once you get it going and get running with confidence, confidence is a hard thing to stop."

The top five "big play" rushers and receivers in 2010:

MOST 20+YARD RECEPTIONS					
PLAYER, TEAM	20+	LG	REC.	YARDS	TD
Mike Wallace, Pit.	26	56t	60	1,257	10
Brandon Lloyd, Den.	23	71	77	1,448	11
DeSean Jackson, Phi.	21	91t	47	1,056	6
Greg Jennings, GB	21	86t	76	1,265	12
Hakeem Nicks, NYG	20	46t	79	1,052	11

MOST 20+YARD RUSHES					
PLAYER, TEAM	20+	LG	ATT	YARDS	TD
Darren McFadden, Oak	14	57t	223	1,157	7
Ahmad Bradshaw, NYG	13	48t	276	1,235	8
Chris Johnson, Ten.	13	76t	316	1,364	11
Arian Foster, Hou.	12	74t	327	1,616	16
Rashard Mendenhall, Pit.	11	57t	324	1,273	13



Mike Wallace



Brandon Lloyd



Greg Jennings

MANY HAPPY RETURNS

The 2010 season marked the first since 1970 with at least one kickoff-return touchdown in each of the first five weeks. In total, there were 23 kickoff-return-touchdowns scored, the second-most since 1970 (25 in 2007).

In Oakland, rookie **JACOBY FORD** recorded three kickoff-return touchdowns for the Raiders, already the most in a career by any player in club history. Meanwhile in Seattle, **LEON WASHINGTON** (right) recorded three kickoff-return touchdowns of his own. He became the only player in NFL history to record three kickoff-return touchdowns in two different seasons (New York Jets, 2007). His seven career kickoff-return touchdowns are the second-most all-time (**JOSHUA CRIBBS**, eight).

"When you have a guy like Leon Washington, he can change the game in one play," says St. Louis Rams head coach **STEVE SPAGNUOLO**. "We've got a lot of respect for him."



The players with the most kickoff-return touchdowns in NFL history:

PLAYER	TEAM(S)	YEARS	KR-TDs
Joshua Cribbs	Cleveland	2005-2010	8*
Leon Washington	NY Jets, Seattle	2006-2010	7*
Mel Gray	New Orleans, Detroit, Houston, Tennessee, Philadelphia	1986-1997	6
Dante Hall	Kansas City, St. Louis	2000-2008	6
Ollie Matson	Chicago Cardinals, L.A. Rams, Detroit, Philadelphia	1952-1966	6
Gale Sayers	Chicago	1965-1971	6
Travis Williams	Green Bay, Los Angeles	1967-1971	6

* Active

MOVING THE CHAINS

A precise route can be the difference between a game-changing play and an appearance by the punt team. On third down, the top-level receivers carefully gauge each step to ensure their routes finish beyond the first-down marker.

Atlanta Falcons All-Star wide receiver **RODDY WHITE** (right), who finished first in the league with 115 receptions and topped the NFC with 1,389 receiving yards in 2010, led all NFL receivers on third down with 29 first-down conversions and 497 receiving yards.



"I've always said that he's one of the best players in the league," says Falcons Pro Bowl quarterback **MATT RYAN**. "He certainly proved that."

The receivers with the most first-down receptions on third down in 2010:

THIRD-DOWN RECEIVING TOTALS: MOST FIRST DOWNS

PLAYER	TEAM	FIRST DOWNS	REC	YARDS	TD
Roddy White	Atlanta	29	36	497	5
Stevie Johnson	Buffalo	25	30	433	3
Calvin Johnson	Detroit	23	27	416	3
Dwayne Bowe	Kansas City	22	25	419	5
Davone Bess	Miami	21	28	299	2



Stevie Johnson



Calvin Johnson

AT A LOSS



If a defense consistently breaks through the line of scrimmage, it can shut down an offense by disturbing its timing.

Cowboys Pro Bowl linebacker **DE MARCUS WARE** disrupted multiple opponents last season when he led the NFL in sacks (15.5) and finished second in tackles for a loss (22).

"He's a handful. He's a guy you're concerned about when you're game-planning because he has that much ability," says Green Bay Packers offensive coordinator **JOE PHILBIN** of Ware. "This guy can change the game. He'll keep you up at night, no question."

Miami Dolphins All-Star linebacker **CAMERON WAKE** (left) finished first in the NFL with 25.5 tackles for a loss and ranked third in the league with 14 sacks in 2010.

The players to lead the NFL last year in tackles for a loss and sacks:

MOST TACKLES FOR A LOSS

PLAYER	TEAM	TFLs	SACKS
Cameron Wake	Miami	25.5	14
DeMarcus Ware	Dallas	22	15.5
Jason Babin	Tennessee	19	12.5
Trent Cole	Philadelphia	18.5	10
Terrell Suggs	Baltimore	18.5	11
Justin Tuck	NY Giants	18.5	11.5

MOST SACKS

PLAYER	TEAM	SACKS	TFLs
DeMarcus Ware	Dallas	15.5	22
Tamba Hali	Kansas City	14.5	16.5
Cameron Wake	Miami	14	25.5
Clay Matthews	Green Bay	13.5	17.5
John Abraham	Atlanta	13	18

PROTECTING THE QUARTERBACK

Protecting the quarterback is vital to NFL success.

“For us, it’s always been one of our top priorities,” says Baltimore Ravens offensive coordinator **CAM CAMERON**. “We’re going to protect the quarterback.”

Last season, the Atlanta Falcons posted a 13-3 mark, the best record in the NFC. Much of the team’s success was attributed to the strong play of the club’s offensive line.

“The Falcons’ line consistently plays smart, physical football without committing many penalties and rarely allows opposing teams time to pressure the quarterback,” says Pro Football Hall of Famer **JOHN MADDEN**. “The ability of the Atlanta offensive line to protect (quarterback) **MATT RYAN** is one of the biggest reasons Atlanta owned the best record in the NFC.”



With such a premium placed on keeping the quarterback out of harm’s way, it is no surprise that teams have made it a priority to draft offensive tackles. Six picks in the first round of April’s NFL Draft were tackles – **TYRON SMITH** (Dallas), **NATE SOLDER** (New England), **ANTHONY CASTONZO** (Indianapolis), **JAMES CARPENTER** (Seattle), **GABE CARIMI** (Chicago) and **DEREK SHERROD** (Green Bay).

This comes on the heels of 2010, when three of the first 11 selections of the NFL Draft were tackles (**TRENT WILLIAMS**, **RUSSELL OKUNG** and **ANTHONY DAVIS**). In 2008, an NFL-record eight offensive tackles were taken in the first round, including the Dolphins’ first-overall pick **JAKE LONG** (left), who has been selected to the Pro Bowl in each of his first three seasons.

In all, there have been 22 offensive tackles selected in the first round of the past four NFL Drafts.

“You’d better find somebody to protect the quarterback’s blind side,” says Houston Texans head coach **GARY KUBIAK**. “Whether that’s left or right, depending on whether he’s a left- or right-handed quarterback. There’s no substitute when you draft a kid who plays left tackle for you for 10-12 years. That’s like finding a quarterback.”

The following tackles have been selected in the first round of the past four NFL drafts:

PLAYER	TEAM	DRAFT YEAR (PICK)
Tyron Smith	Dallas	2011 (9th overall)
Nate Solder	New England	2011 (17th overall)
Anthony Castonzo	Indianapolis	2011 (22nd overall)
James Carpenter	Seattle	2011 (25th overall)
Gabe Carimi	Chicago	2011 (29th overall)
Derek Sherrod	Green Bay	2011 (32nd overall)
Trent Williams	Washington	2010 (4th overall)
Russell Okung	Seattle	2010 (6th overall)
Anthony Davis	San Francisco	2010 (11th overall)
Bryan Bulaga	Green Bay	2010 (23rd overall)
Jason Smith	St. Louis	2009 (2nd overall)

PLAYER	TEAM	DRAFT YEAR (PICK)
Andre Smith	Cincinnati	2009 (6th overall)
Eugene Monroe	Jacksonville	2009 (8th overall)
Michael Oher	Baltimore	2009 (23rd overall)
Jake Long	Miami	2008 (1st overall)
Ryan Clady	Denver	2008 (12th overall)
Chris Williams	Chicago	2008 (14th overall)
Branden Albert	Kansas City	2008 (15th overall)
Gosder Cherilus	Detroit	2008 (17th overall)
Jeff Otah	Carolina	2008 (19th overall)
Sam Baker	Atlanta	2008 (21st overall)
Duane Brown	Houston	2008 (26th overall)



Anthony Davis



Ryan Clady



Jeff Otah

NOT DRAFTED? NOT A PROBLEM

How does an undrafted player develop into an NFL star?

“A lot of hard work,” says 2010 rushing leader and Pro Bowl running back **ARIAN FOSTER**, who was signed as an undrafted free agent by the Houston Texans in 2009. “In life, sometimes things don’t go your way. You can take two roads; you can fold, you can quit, or you can follow your heart and do what you know how to do. That’s what I did.”

Green Bay cornerback **TRAMON WILLIAMS** (right) was signed as an undrafted free agent by Houston before earning a spot on the Packers practice squad in 2006. Williams, who led the Super Bowl XLV champions with six interceptions last season and was selected to the Pro Bowl, says he was convinced that he had the necessary skills to reach the NFL.



“I always believed in what I did,” says Williams. “I knew once the opportunity really presented itself that I was going to be able to take advantage of it. That’s pretty much the approach I took to it.”

The undrafted players named to the 2011 Pro Bowl squad:

POS	PLAYER	TEAM
K	David Akers	Philadelphia Eagles
WR	Miles Austin	Dallas Cowboys
T	Tyson Clabo	Atlanta Falcons
K	Billy Cundiff	Baltimore Ravens
LS	John Denney	Miami Dolphins
G	Kris Dielman	San Diego Chargers
LB	London Fletcher	Washington Redskins
RB	Arian Foster	Houston Texans
TE	Antonio Gates	San Diego Chargers
CB	Brent Grimes	Atlanta Falcons
LB	James Harrison	Pittsburgh Steelers
FB	Vonta Leach	Houston Texans

POS	PLAYER	TEAM
P	Mat McBriar	Dallas Cowboys
C	Shaun O’Hara	New York Giants
ST	Montell Owens	Jacksonville Jaguars
T	Donald Penn	Tampa Bay Buccaneers
T	Jason Peters	Philadelphia Eagles
C	Jeff Saturday	Indianapolis Colts
LB	Cameron Wake	Miami Dolphins
G	Brian Waters	Kansas City Chiefs
ST	Eric Weems	Atlanta Falcons
WR	Wes Welker	New England Patriots
CB	Tramon Williams	Green Bay Packers



Defensive tackle **JOHN RANDLE** (left) is one of 14 Pro Football Hall of Famers who was not drafted. The former Texas A&I product was signed by the Minnesota Vikings in 1990 and recorded 137.5 career sacks, which is tied for the sixth-most in NFL history.

“If I didn’t give it a try to come into the NFL, I would regret it for the rest of my life,” says Randle. “It’s an unbelievable feeling because of where I came from and what it took to just make it in the NFL.”

The undrafted players in the Pro Football Hall of Fame:

YEAR	PLAYER	SIGNED BY
1946	Frank Gatski	Cleveland Browns
1946	Lou Groza	Cleveland Browns
1946	Marion Motley	Cleveland Browns
1946	Bill Willis	Cleveland Browns
1948	Joe Perry	San Francisco 49ers
1948	Emlen Tunnell	New York Giants
1952	Dick “Night Train” Lane	Los Angeles Rams
1960	Willie Wood	Green Bay Packers
1963	Willie Brown	Houston Oilers
1966	Emmitt Thomas	Kansas City Chiefs
1967	Larry Little	San Diego Chargers
1970	Jim Langer	Cleveland Browns
1984	Warren Moon	Houston Oilers
1990	John Randle	Minnesota Vikings





SMALL SCHOOL SUCCESS



They may not come from big-time schools in major NCAA conferences, but their NFL contributions cannot go unnoticed. Productive players from small schools are proof-positive of the old adage, "If you can play, the NFL will find you."

Indianapolis Colts Pro Bowl defensive end **ROBERT MATHIS** (left), who was drafted in the fifth round of the 2003 NFL Draft, serves as an example that dreams do come true. Mathis caught the eye of NFL scouts after registering an NCAA I-AA record 20 sacks as a senior at Alabama A&M.

"As a child, I would always say that I'm going to play in the NFL, but I really didn't think it was going to happen until the actual draft day and I got a call from the Colts," recalls Mathis. "Other than that, I just kind of thought it was like a dream."

A sampling of some of the most productive and high-profile small-school stars in the NFL today:

PLAYER, TEAM	COLLEGE	CAREER HIGHLIGHT
DE Jared Allen, Min.	Idaho State	Three-time All-Star; 55.5 sacks in past four seasons
WR Miles Austin, Dal.	Monmouth	Two-time All-Star; had 1,000 receiving yards in 2009 and 2010
C Matt Birk, Bal.	Harvard	Six-time All-Star; entering 14th NFL season
TE Kevin Boss, NYG	Western Oregon	Starting TE for NYG in Super Bowl XLII; 16 TDs from 2008-10
S Nick Collins, GB	Bethune-Cookman	Three-time All-Star; posted 37-yard INT-TD return in SB XLV
WR Marques Colston, NO	Hofstra	Is only second Saint with four career 1,000-yard rec. seasons
LB Zak DeOssie, NYG	Brown	Two-time All-Star as a long snapper
WR Donald Driver, GB	Alcorn State	698 career receptions, most in Green Bay Packers history
G Jahri Evans, NO	Bloomsburg	Two-time All-Star; has started all 80 career games
CB Cortland Finnegan, Ten.	Samford	Named to 2009 Pro Bowl; 12 interceptions from 2008-10
QB Joe Flacco, Bal.	Delaware	Has franchise record 60 career TD passes
LB London Fletcher, Was.	John Carroll	Has played in 208 games (192 starts); named to 2010 Pro Bowl
WR Vincent Jackson, SD	Northern Colorado	Named to 2010 Pro Bowl; has 19 TD receptions in 2008-2010
CB Rashean Mathis, Jax.	Bethune-Cookman	Named to 2007 Pro Bowl; owns Jax. record with 28 career INTs
DE Robert Mathis, Ind.	Alabama A&M	Selected to three Pro Bowls in row; has 32 sacks from 2008-10
WR Terrell Owens*	UT-Chattanooga	Six-time All-Star; has 15,934 yards on 1,078 career catches
CB Dominique Rodgers-Cromartie, Phi.	Tennessee State	Named to 2010 Pro Bowl; has 13 career INTs in three seasons
QB Tony Romo, Dal.	Eastern Illinois	Three-time All-Star; has 99 TD passes in past four seasons
T Michael Roos, Ten.	Eastern Washington	Named to 2009 Pro Bowl; has started all 96 career games
S Darren Sharper*	William & Mary	Five-time All-Star; tied for 6th all-time with 63 INTs
K Adam Vinatieri, Ind.	South Dakota State	Two-time All-Star; has four Super Bowl victories

*Free agent; Subject to developments



Jared Allen
(Idaho State)



Zak DeOssie
(Brown)



Jahri Evans
(Bloomsburg)



Joe Flacco
(Delaware)

MR. IRRELEVANT GOES TO NEWPORT BEACH



It seems as though everybody roots for the underdog, but former San Francisco 49ers wide receiver **PAUL SALATA** (left; at podium) actually decided to *celebrate* the underdog. In 1976, Salata founded “Irrelevant Week,” a week-long celebration centered on “Mr. Irrelevant,” the tongue-in-cheek title bestowed annually upon the last pick of the NFL Draft.

Each year in June, “Mr. Irrelevant” and his family are invited to spend a week in Newport Beach where they are treated to activities such as a day at Disneyland and the Lowsman Trophy Banquet (a parody of the Heisman Trophy) among other events.

This year’s “Mr. Irrelevant” is defensive end/linebacker **CHETA OZOUGWU** (below), who was selected with the 254th pick by the Houston Texans.

“I had no idea you get this much love being the last pick of the draft,” says Ozougwu. “I’m happy I was the last pick and not the next-to-last pick.”

Ozougwu hopes he can emulate the success of Kansas City Chiefs kicker **RYAN SUCCOP**, who was 2009’s “Mr. Irrelevant.” Succop set a Chiefs rookie record with 25 field goals made in his rookie season.

“He can rush the passer and is a very smart young man” says Texans head coach **GARY KUBIAK** about Ozougwu. “He has a big football IQ and a high motor, and we think he’ll find a way to make it in this league.”



Several notable “Mr. Irrelevants” (*active players in italics*):

MR. IRRELEVANT	YEAR DRAFTED/TEAM	NOTES
<i>DE-LB Cheta Ozougwu</i> <i>Houston Texans</i>	<i>2011 Houston Texans</i>	<i>36th Mr. Irrelevant. First Texans Mr. Irrelevant since Ahmad Miller in 2002.</i>
<i>K Ryan Succop,</i> <i>Kansas City Chiefs</i>	<i>2009 Kansas City Chiefs</i>	<i>Set Chiefs rookie record with 25 field goals made in 2009.</i>
<i>LB David Vobora,</i> <i>St. Louis Rams</i>	<i>2008 St. Louis Rams</i>	<i>Has appeared in 34 games with 16 starts in three NFL seasons.</i>
<i>S Ramzee Robinson,</i> <i>Cleveland Browns</i>	<i>2007 Detroit Lions</i>	<i>Has appeared in 26 games in three NFL seasons for the Lions, Eagles and Browns.</i>
WR Ryan Hoag	2003 Oakland Raiders	Signed with Jaguars after spending time with Giants, Redskins and Vikings. Appeared on ABC’s “The Bachelorette” in 2008.
S Mike Green	2000 Chicago Bears	Started 48 games for Bears, Seahawks and Redskins in eight NFL seasons.
FB Jim Finn	1999 Chicago Bears	Played six NFL seasons for Colts and Giants totaling 45 career starts.
LB Marty Moore	1994 New England Patriots	Played eight NFL seasons and became first “Mr. Irrelevant” to appear in the Super Bowl (XXXI with Patriots).
C Matt Elliott	1992 Washington Redskins	Started 14 games on inaugural Carolina Panthers team. Made 32 career starts.
QB Bill Kenney*	1978 Miami Dolphins	Made the Pro Bowl in 1984 with the Chiefs and later became a Missouri State Senator.
WR Kelvin Kirk	1976 Pittsburgh Steelers	First annual “Mr. Irrelevant.” Played seven years in CFL and later worked for the <i>Ottawa Citizen</i> .

*Kenney was named as a replacement for Lee Washburn who could not attend training camp due to a back injury.



Irrelevant Week

Doing something nice for someone for no reason



QUARTERBACKS OF THE FUTURE

The success of a team often hinges on the production at the quarterback position.

So says **GIL BRANDT**, who oversaw the Dallas Cowboys' personnel department for 29 years and currently shares his gridiron knowledge as a senior analyst for NFL.com.

"The NFL is a quarterback-driven league and we have some great quarterbacks under center in 2011," Brandt says.

Brandt, who also visits college campuses for draft analysis on NFL.com, sees plenty of quarterback talent coming up the pike.

"The quarterbacks we see in college now are so much better than ones we saw 15-20 years ago, simply because teams are throwing the ball so much more," says Brandt. "I think the group of quarterbacks coming out this year will be every bit as good as some of the quarterback classes we have had in the past."

Following are Brandt's choices for the top QBs in college today (listed alphabetically):

QUARTERBACK	HT/ WT	BRANDT'S ANALYSIS
Matt Barkley , Southern California	6-2/220	<i>"He has started since a freshman at USC. He has very good arm strength and athletic ability. He is a very good leader and was the first ever player at USC to be named captain as a sophomore."</i>
B.J. Coleman , Tennessee-Chattanooga	6-5/220	<i>"He is very smart and can see the field well. He has 43 touchdown passes over the past two years. On two occasions last year, he had five or more TD passes. Most people don't know much about him, but they will after this season is over."</i>
Landry Jones , Oklahoma	6-4/230	<i>"He was named after former Cowboys head coach and Pro Football Hall of Famer Tom Landry. He threw 38 touchdown passes in 2010. He has very good arm strength and is accurate. He is a very smart player."</i>
Andrew Luck , Stanford	6-4/235	<i>"He had 32 touchdown passes in 2010 to lead Stanford to a 12-1 record. He has size, accuracy, intelligence, very good athletic ability and great leadership qualities. He should be an outstanding NFL quarterback. His father, Oliver Luck, played quarterback for the Houston Oilers from 1983-86."</i>
Ryan Tannehill , Texas A&M	6-4/219	<i>"He came to college as a quarterback, but was moved to wide receiver in 2008. Last year he became the starting quarterback midway through the season and was very impressive. He has a good football IQ, he is very athletic and has good arm strength."</i>

BRANDT'S HONORABLE MENTIONS: **Kirk Cousins**, Michigan State; **Stephen Garcia**, South Carolina; **Kellen Moore**, Boise State; **Danny O'Brien**, Maryland; **Brandon Weeden**, Oklahoma State.

The talent pool will only deepen with these five high school seniors, rated in order of talent by CBS Sports Network recruiting expert **TOM LEMMING**:

QUARTERBACK	HT/WT	HIGH SCHOOL	LEMMING'S ANALYSIS
Gunner Kiel	6-5/220	East (IN)	<i>"He does everything well. He has a great arm and he can run. He can fit in any offense and he has a good feel for the position."</i>
Jameis Winston	6-4/196	Hueytown (AL)	<i>"He has all the intangibles – arm strength, great speed and pinpoint accuracy. He has the ability to avoid the rush and is great throwing the ball on the run."</i>
Connor Brewer	6-2/195	Chaparral (AZ)	<i>"He led his team to a state title and has great leadership skills. He can fit into a pro-style or spread offense."</i>
Zeke Pike	6-6/230	Dixie Heights (KY)	<i>"His father, Mark Pike, played linebacker for the Buffalo Bills from 1987-98. He has great size and can run. He can lead any style offense on the collegiate level."</i>
Cyler Miles	6-4/215	Mullen (CO)	<i>"He runs a 4.4 in the 40-yard dash and throws a very catchable ball. He's a big kid that runs like a running back. He has great potential."</i>

LEMMING'S HONORABLE MENTIONS: **Anthony Alford**, Petal (MS); **Bennie Coney**, Plant City (FL); **Matt Davis**, Klein Forest (TX); **Bart Houston**, De La Salle (CA); **David Thompson**, Westminster Christian (FL).

RETURN TO SENDER

Coaches often reinforce to their players the importance of winning the turnover battle and creating game-changing plays on defense.

Those adages have proven true in the Super Bowl. With **NICK COLLINS'** (right) 37-yard interception-return touchdown in the Green Bay Packers' 31-25 Super Bowl XLV victory against the Steelers, Super Bowl teams that return an interception for a TD are now a perfect 11-0.



"Nick's interception was very big in the game," says Green Bay Packers defensive coordinator **DOM CAPERS**. "It came early and gave us a nice lead. That was one of the keys to our run in the playoffs, being able to take the ball away. To me, when you get in the playoffs and you get to the Super Bowl game, you look over the years, the team that wins the takeaway-giveaway normally wins the game."

But this trend isn't unique to the league's biggest game. During last year's regular season, teams that brought back interceptions for scores went 37-9 (.804). In the AFC and NFC playoffs, they've gone 9-1 over the past five seasons.

The 11 Super Bowl championship teams with interception-return TDs in the title game:

SUPER BOWL RESULT	PLAYER, TEAM	INTERCEPTION-RETURN TOUCHDOWN(S)
XLV: Green Bay 31, Pittsburgh 25	Nick Collins, G.B.	Throwing from his own end zone, Ben Roethlisberger's arm was hit by nose tackle Howard Green as Collins grabbed the fluttering pass and returned it 37 yards down the right sideline for a touchdown, giving Green Bay a 14-0 first-half lead.
XLIV: New Orleans 31, Indianapolis 17	Tracy Porter, N.O.	Porter's 74-yard INT-TD with 3:12 remaining capped a fourth-quarter comeback and lifted the Saints to their first Super Bowl title in franchise history.
XLIII: Pittsburgh 27, Arizona 23	James Harrison, Pit.	On first-and-goal from the Steelers' 1 with 18 seconds left in the first half, Harrison stepped in front of Kurt Warner's quick-slant pass and raced 100 yards down the right sideline for a touchdown on the longest play in Super Bowl history.
XLI: Indianapolis 29, Chicago 17	Kelvin Hayden, Ind.	Hayden's first professional interception (56 yards) provided Indianapolis with a 12-point fourth-quarter lead as the Colts won their second Super Bowl championship.
XXXVII: Tampa Bay 48, Oakland 21	Dwight Smith, T.B.	Smith accounted for two of the Buccaneers' Super Bowl-record five INTs and returned both for touchdowns. His first INT-TD (44 yards) staked Tampa Bay to a 34-3 lead in the third quarter, while his second score (50 yards) with two seconds remaining in the game punctuated the Bucs' first Super Bowl title.
	Derrick Brooks, T.B.	After Oakland scored three unanswered TDs to pull within 34-21, Brooks' 44-yard interception ended the Raiders' comeback bid, giving Tampa Bay a 41-21 lead with 1:18 remaining.
XXXVI: New England 20, St. Louis 17	Ty Law, N.E.	With the Rams clinging to a 3-0 second-quarter lead, Law stepped in front of an out-pattern pass intended for Isaac Bruce and raced 47 yards untouched down the left sideline into the end zone for the game's first touchdown.
XXXV: Baltimore 34, N.Y. Giants 7	Duane Starks, Bal.	In the third quarter, Starks stepped in front of Amani Toomer and intercepted Kerry Collins' pass, returning it 49 yards for a touchdown that gave Baltimore a 17-0 lead.
XX: Chicago 46, New England 10	Reggie Phillips, Chi.	Phillips, a reserve cornerback on the Bears' famed 46 defense, returned an INT 28 yards for a touchdown in the third quarter to give the Bears a 37-7 lead.
XVIII: L.A. Raiders 38, Washington 9	Jack Squirek, L.A. Raiders	Squirek, a linebacker with no career interceptions before Super Bowl XVIII, picked off Joe Theismann's pass just before halftime and returned it five yards for the touchdown and a 21-3 lead.
XI: Oakland 32, Minnesota 14	Willie Brown, Oak.	Two fourth-quarter interceptions clinched the title for the Raiders, including Brown's 75-yard INT-TD, a Super Bowl-record at the time.
II: Green Bay 33, Oakland 14	Herb Adderley, G.B.	Adderley's 60-yard interception-return touchdown, the first in Super Bowl history, capped the scoring for Green Bay as the Packers clinched their second consecutive Super Bowl title in Vince Lombardi's final game with the franchise.

HEY BROTHER

The NFL is a family game for fans, players and coaches. Not only can they share the experience, but brothers also share the field.

For the first time in NFL history, two brothers will oppose each other as head coaches when Baltimore Ravens head coach **JOHN HARBAUGH** and San Francisco 49ers first-year head coach **JIM HARBAUGH** meet in Baltimore on Thanksgiving night on NFL Network (November 24, 8:00 PM ET).



Rookie linebacker **CASEY MATTHEWS** (Philadelphia Eagles) looks to make his professional debut in 2011 and hopes to match the success his brother, Pro Bowl linebacker **CLAY** (left) of the Super Bowl champion Green Bay Packers, had last season. When Clay joined the league in 2009, the Matthews family became only the second family with three generations of NFL players, joining the **PYNE** family (**GEORGE PYNE, JR.**, **GEORGE PYNE, III** and **JIM PYNE**). Father, **CLAY, JR.**, played 19 seasons as linebacker for the Cleveland Browns (1978-93) and Atlanta Falcons (1994-96) and grandfather, **CLAY, SR.**, played four seasons (1950, 1953-55) as a linebacker and offensive tackle for the San Francisco 49ers.

Sets of twins can also be found among the NFL ranks. One year after twin cornerbacks **DEVIN** (New England Patriots) and **JASON MC COURTY** (Tennessee Titans) were drafted in 2010, Pittsburgh Steelers Pro Bowl center **MAURKICE POUNCEY**, the No. 18 overall selection that year, welcomes to the league his twin, **MIKE**, who was selected No. 16 overall in the 2011 NFL Draft by the Miami Dolphins.

Here are some of the notable 2011 NFL brothers, as well as when they play each other:

BABINEAUX	DT Jonathan, Atl. DB Jordan, Sea.	ATL@SEA, 10/2	MANNING	QB Eli, NYG QB Peyton, Ind.	
BARBER	FS Domonique, Hou. RB Marion, Ill		MATTHEWS	LB Clay, GB LB Casey Phi.	
DAVIS	TE Vernon, SF CB Vontae, Mia.		MC COURTY	DB Devin, NE CB Jason, Ten.	
GRONKOWSKI	FB Chris, Dal. TE Dan, Den. TE Rob, NE	DEN@DAL, 8/11* DAL@NE, 10/16 NE@DEN, 12/18	MC FADDEN	DB Bryant, Pit. DB Walter, Oak.	
HARBAUGH	HC John, Bal. HC Jim, SF	SF@BAL, 11/24	MOSS	WR Santana, Was. WR Sinorice, Phi.	PHI@WAS, 10/16 WAS@PHI, 1/1
HENDERSON	LB E.J., Min. LB Erin, Min.		NDUKWE	S Chinedum, Cin. OL Ike, NYG	
JONES	RB Julius, NO RB Thomas, KC		PALMER	QB Carson, Cin. QB Jordan, Cin.	
KEMOEAU	G Chris, Pit. DT Maake, Was.	PIT@WAS, 8/12*	POUNCEY	C Maurkice, Pit. C Mike, Mia.	

* Preseason game



Mike Pouncey



Maurkice Pouncey



Devin McCourty



Jason McCourty

ACTIVE STATISTICAL LEADERS HEADING INTO 2011

TOP 10 ACTIVE PASSERS

(1,000 or more attempts)

	<u>Yrs.</u>	<u>Att.</u>	<u>Comp.</u>	<u>Pct. Comp.</u>	<u>Yards</u>	<u>TD</u>	<u>INT</u>	<u>Rating</u>
1. Aaron Rodgers	6	1,611	1,038	64.4	12,723	87	32	98.4
2. Philip Rivers	7	2,455	1,564	63.7	19,661	136	58	97.2
3. Tony Romo	7	2,070	1,326	64.1	16,650	118	62	95.5
4. Tom Brady	11	4,710	2,996	63.6	34,744	261	103	95.2
5. Peyton Manning	13	7,210	4,682	64.9	54,828	399	198	94.9
6. Ben Roethlisberger	7	2,800	1,766	63.1	22,502	144	86	92.5
7. Drew Brees	10	4,822	3,145	65.2	35,266	235	132	91.7
8. Matt Schaub	7	1,987	1,288	64.8	15,457	83	52	91.5
9. Chad Pennington	11	2,471	1,632	66.0	17,823	102	64	90.1
10. Joe Flacco	3	1,416	878	62.0	10,206	60	34	87.9

TOP 10 ACTIVE RUSHERS

	<u>Yr.</u>	<u>Att.</u>	<u>Yards</u>	<u>TD</u>
1. LaDainian Tomlinson	10	3,099	13,404	144
2. Fred Taylor	11	2,534	11,695	66
3. Thomas Jones	11	2,525	10,113	68
4. Clinton Portis	9	2,230	9,923	75
5. Ricky Williams	10	2,323	9,565	64
6. Steven Jackson	7	1,878	7,948	47
7. Frank Gore	6	1,371	6,414	35
8. Brian Westbrook	9	1,385	6,335	41
9. Willis McGahee	7	1,541	6,167	55
10. Adrian Peterson	4	1,198	5,782	52

TOP 10 ACTIVE PASS RECEIVERS

	<u>Yrs.</u>	<u>No.</u>	<u>Yards</u>	<u>TD</u>
1. Terrell Owens	15	1,078	15,934	153
2. Tony Gonzalez	14	1,069	12,463	88
3. Randy Moss	13	954	14,858	153
Hines Ward	13	954	11,702	83
5. Derrick Mason	14	924	11,891	66
6. Reggie Wayne	10	787	10,748	69
7. Chad Ochocinco	10	751	10,783	66
8. Donald Driver	12	698	9,615	53
9. Andre Johnson	8	673	9,164	50
10. Anquan Boldin	8	650	8,357	51

TOP 10 ACTIVE SCORERS

	<u>Yrs.</u>	<u>TD</u>	<u>FG</u>	<u>PAT</u>	<u>TP</u>
1. Jason Hanson	19	0	439	573	1,890
2. John Kasay	20	0	433	524	1,823
3. Adam Vinatieri	15	0	364	565(1#)	1,659
4. Ryan Longwell	14	0	339	566	1,583
5. Olindo Mare	14	0	328	436	1,420
6. David Akers	13	0	294	443	1,325
7. Sebastian Janikowski	11	0	262	356	1,142
8. Kris Brown	12	0	256	355	1,123
9. Jay Feely	10	1	255	349	1,120
10. Joe Nedney	15	0	256	345	1,113

TOP 10 ACTIVE INTERCEPTORS

	<u>Yrs.</u>	<u>No.</u>	<u>Yards</u>	<u>TD</u>
1. Darren Sharper	14	63	1,412	11
2. Ed Reed	9	54	1,438	6
3. Champ Bailey	12	48	446	4
4. Charles Woodson	13	47	833	10
5. Asante Samuel	8	42	564	4
6. Ronde Barber	14	40	751	7
7. Brian Dawkins	15	37	513	2
8. Nate Clements	10	33	482	5
9. DeAngelo Hall	7	32	681	3
10. Ray Lewis	15	30	499	3

Two-point conversion

TOP 10 ACTIVE SACKERS

	<u>Yrs.</u>	<u>No.</u>
1. Jason Taylor	14	132.5
2. John Abraham	11	102.5
3. Joey Porter	12	97.0
4. Dwight Freeney	9	94.0
5. Trevor Pryce	4	91.0
6. Julius Peppers	9	89.0
7. Jared Allen	7	83.0
8. DeMarcus Ware	6	80.0
9. Robert Mathis	8	74.0
10. Shaun Ellis	11	72.5

TOP 10 ACTIVE PUNTERS

(50 or more punts)

	<u>Yrs.</u>	<u>Punts</u>	<u>Avg.</u>	<u>Lg.</u>
1. Shane Lechler	11	855	47.3	73
2. Donnie Jones	7	543	45.5	80
3. Mat McBriar	7	436	45.5	75
4. Andy Lee	7	645	45.1	82
5. Brandon Fields	4	299	44.9	71
6. Matt Dodge	1	72	44.8	69
7. Thomas Morstead	2	115	44.7	64
8. Brett Kern	3	187	44.7	68
9. Britton Colquitt	6	86	44.6	63
10. Jon Ryan	5	388	44.5	72

TOP 5 ACTIVE KICKOFF RETURNERS

(40 or more returns)

	<u>Yrs.</u>	<u>No.</u>	<u>Yds.</u>	<u>Avg.</u>	<u>TD</u>
1. Johnny Knox	2	40	1,109	27.7	1
2. Danieal Manning	5	101	2,711	26.8	1
3. Brad Smith	5	74	1,968	26.6	3
4. Ellis Hobbs	6	141	3,739	26.5	3
5. Stefan Logan	2	110	2,914	26.5	1

TOP 5 ACTIVE PUNT RETURNERS

(40 or more returns)

	<u>Yrs.</u>	<u>No.</u>	<u>Yds.</u>	<u>Avg.</u>	<u>TD</u>
1. Devin Hester	5	178	2,200	12.4	10
2. Roscoe Parrish	6	130	1,576	12.1	3
3. Danny Amendola	2	71	812	11.4	0
4. Santana Moss	10	112	1,268	11.3	3
5. DeSean Jackson	3	99	1,112	11.2	4

* Free agent; subject to developments

BACK TO FOOTBALL



WHAT TO LOOK FOR IN 2011

BILL BELICHICK, New England, needs seven victories to surpass Bill Parcells (183) for ninth place all-time in career victories. In 16 seasons, Belichick has 177 career victories.

MIKE SHANAHAN, Washington, needs 12 victories to surpass Bill Cowher (161), Bud Grant (168), Paul Brown (170) and Joe Gibbs (171) for 12th place all-time in career victories. In 17 seasons, Shanahan has 160 career victories.

TOM COUGHLIN, New York Giants, needs nine victories to become the 19th coach in history to win 150 games. In 15 seasons, Coughlin has 141 career victories.

2011 NEW COACHES QUESTIONNAIRES

JOHN FOX — DENVER BRONCOS

HOBBIES: Family, golf, fishing, diving

LAST BOOK READ (& AUTHOR): Lone Survivor by Marcus Luttrell

FAVORITE MOVIE: *CaddyShack*

FAVORITE FOOD: Mexican, seafood

FAVORITE VACATION SPOT: Marco Island

FAVORITE COLLEGE TOWN: San Diego

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Green Bay Packers

FAVORITE ATHLETE AS A CHILD: Bart Starr

FAVORITE STADIUM OTHER THAN YOUR OWN, AND WHY: Lambeau Field, because of the tradition

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: New York Yankees

FAVORITE OTHER SPORT: Golf

PERSON WHO INFLUENCED YOU THE MOST: Roger Meeks (former little league coach) and Chuck Noll

BEST ADVICE EVER RECEIVED: Be yourself

BEST PURE ATHLETE YOU'VE COACHED: Rod Woodson, Junior Seau, Julius Peppers

TOUGHEST PLAYER YOU'VE EVER COACHED: Jessie Armstead

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: Jake Delhomme

TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER: Carolina at St. Louis, NFC Divisional Playoff Game, 2003 playoffs

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Astrodome and Giants Stadium

MOST KNOWLEDGABLE FOOTBALL WRITER: Jack Murphy (San Diego) and Myron Cope (Pittsburgh)

MOST OVERRATED ASPECT OF FOOTBALL: Overtime

MOST UNDERRATED ASPECT OF FOOTBALL: Tackling, blocking

WHO HAS THE HARDEST JOB IN FOOTBALL: Everybody

MOST MEMORABLE FOOTBALL MOMENT: Winning two conference championship games

ONE THING YOU'D CHANGE ABOUT NFL FOOTBALL: Full-time officials

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: Physicality

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: Teaching



LESLIE FRAZIER — MINNESOTA VIKINGS

HOBBIES: Reading, walking on the beach

LAST BOOK READ (& AUTHOR): So You Want To Be Like Christ by Chuck Swindoll

FAVORITE MOVIE: *Man on Fire*

FAVORITE FOOD: Soul Food

FAVORITE VACATION SPOT: Carmel

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: New Orleans Saints

FAVORITE ATHLETE AS A CHILD: John Unitas, Gale Sayers

FAVORITE STADIUM OTHER THAN YOUR OWN: Wrigley Field

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: New York Yankees

FAVORITE OTHER SPORT: Basketball, baseball

PERSON YOU'D MOST LIKE TO MEET: Jesus Christ

PERSON WHO INFLUENCED YOU THE MOST: Grandmother

BEST ADVICE EVER RECEIVED: Be yourself

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Matt Suhey

GREATEST OVERACHIEVER YOU'VE EVER COACHED: Al Harris

BEST PURE ATHLETE YOU'VE EVER COACHED: Troy Vincent

TOUGHEST PLAYER YOU'VE EVER COACHED: E.J. Henderson

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: E.J. Henderson

FUNNIEST PLAYER YOU'VE EVER COACHED, AND WHY: Pat Williams, no one is ever spared

TOUGHEST COACH YOU'VE EVER FACED, AND WHY: Bill Walsh, because his teams were diverse

GREATEST TEAM YOU'VE EVER COMPETED AGAINST: San Francisco teams under Walsh

TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER: Bears vs. Raiders, 1984

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Orange Bowl, 1985 Monday Night Football, Dolphins vs. Bears

WHO HAS THE HARDEST JOB IN FOOTBALL: Officials

MOST EMBARRASSING FOOTBALL MOMENT: Getting blindsided while covering a kickoff

MOST MEMORABLE FOOTBALL MOMENT: Super Bowl XX

ONE THING YOU'D CHANGE ABOUT NFL FOOTBALL: Add two more game officials

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: Tailgating

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: Serving people

ANY TRENDS YOU SEE DEVELOPING IN THE NFL IN 2011: More passing, a passing league



JIM HARBAUGH — SAN FRANCISCO 49ERS

LAST BOOK READ (& AUTHOR): Old Man and the Sea by Ernest Hemingway

FAVORITE MOVIE: *It's a Wonderful Life*

FAVORITE FOOD: Spaghetti and meatballs

FAVORITE VACATION SPOT: I don't vacation

BEST FOOTBALL NICKNAME: Ironhead Heyward

FAVORITE COLLEGE TOWN: Ann Arbor, MI

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Cleveland Browns

FAVORITE ATHLETE AS A CHILD: I had many heroes: Gates Brown (MLB), Bobby Orr (NHL), Rick Leich (former Michigan football player and MLB player), and Johnny Unitas

FAVORITE STADIUM OTHER THAN YOUR OWN AND WHY: Oakland Alameda Coliseum, because of the Black Hole

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: Montreal Canadiens, Toronto Maple Leafs, Detroit Red Wings

FAVORITE OTHER SPORT: Basketball

PERSON YOU'D MOST LIKE TO MEET: Vince Lombardi and Paul Brown

PERSON WHO INFLUENCED YOU THE MOST: My father, Jack Harbaugh

BEST ADVICE EVER RECEIVED: "Attack each day with enthusiasm unknown to mankind." – father, Jack Harbaugh

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Trent Dilfer

GREATEST OVERACHIEVER YOU'VE EVER COACHED: Owen Marecic, Stanford

BEST PURE ATHLETE YOU'VE EVER COACHED: Josh Johnson, University of San Diego

TOUGHEST PLAYER YOU'VE EVER COACHED: Andrew Luck, Stanford

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: J.T. Rogan, University of San Diego

TOUGHEST COACH YOU'VE EVER FACED, AND WHY: As a player, Bill Walsh; he was a genius. As a coach, Gary Patterson, the head coach at TCU

TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER: There are too many tough and hard fought games for me to single one out and diminish the others

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: The Metrodome and the Superdome

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU'VE EVER MET: Hub Arkush

MOST OVERRATED ASPECT OF FOOTBALL: How important one individual is to the team

MOST UNDERRATED ASPECT OF FOOTBALL: How lucky we are to get to do what we get to do in this game

WHO HAS THE HARDEST JOB IN FOOTBALL: There are no hard jobs in football. It's a joy to work in the NFL

MOST EMBARRASSING FOOTBALL MOMENT: Throwing an interception that was returned for a touchdown against the Minnesota Vikings in 1992, when we were up 20-0

MOST MEMORABLE FOOTBALL MOMENT: As a player, the entire 1995 season. As a coach, the 2010 Stanford season

ONE THING YOU'D CHANGE ABOUT NFL FOOTBALL: The overtime rules. I would like to see overtime set up like a 15-minute 5th quarter. If the game is tied and you have the ball at the end of regulation, you pick up right where you left off in overtime, as you would going from the 3rd to the 4th quarter. It would still be sudden death, so if you go on to score, you win. If not, the other team has a chance to win by scoring on their possession

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: People should always have a genuine love for the games and a deep, abiding respect for football

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: I would be a referee, a scout, an equipment manager or a groundskeeper. Something involved in the game.



HUE JACKSON – OAKLAND RAIDERS

HOBBIES: Working out, basketball, fishing, boating

LAST BOOK READ (& AUTHOR): The Mentor Leader by Tony Dungy

FAVORITE FOOD: Chicken

FAVORITE VACATION SPOT: Hawaii

BEST FOOTBALL NICKNAME: Trojans

FAVORITE COLLEGE TOWN: Tempe, AZ

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: LA Raiders & LA Rams

FAVORITE ATHLETE AS A CHILD: Barry Sanders

FAVORITE STADIUM OTHER THAN YOUR OWN AND WHY: Baltimore

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: Detroit Lions

FAVORITE OTHER SPORT: Basketball

PERSON YOU'D MOST LIKE TO MEET: President Obama

PERSON WHO INFLUENCED YOU THE MOST: Mom

BEST ADVICE EVER RECEIVED: Hard work pays off

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Rod Woodson

GREATEST OVERACHIEVER YOU'VE EVER COACHED: TJ Houshmandzadeh

BEST PURE ATHLETE YOU'VE EVER COACHED: Mike Vick

TOUGHEST PLAYER YOU'VE EVER COACHED: Stephen Davis

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: Ray Lewis

FUNNIEST PLAYER YOU'VE EVER COACHED: Chad Ochocinco

TOUGHEST COACH YOU'VE EVER FACED: Mike Tomlin

GREATEST TEAM YOU'VE EVER COMPETED AGAINST: Pitt

TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER: Cincinnati vs. Baltimore

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Green Bay

MOST OVERRATED ASPECT OF FOOTBALL: Rules against celebrating

MOST UNDERRATED ASPECT OF FOOTBALL: Team travel

WHO HAS THE HARDEST JOB IN FOOTBALL: Quarterback

MOST EMBARRASSING FOOTBALL MOMENT: Losing to a team with 0 wins

MOST MEMORABLE FOOTBALL MOMENT: AFC Championship Game

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: The game

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: FBI Agent



MIKE MUNCHAK — TENNESSEE TITANS

HOBBIES: Traveling, reading, golf

LAST BOOK READ (& AUTHOR): Caught by Harlan Coben

FAVORITE MOVIE: *It's a Wonderful Life*

FAVORITE FOOD: Old Forge Pizza

FAVORITE VACATION SPOT: Hawaii

BEST FOOTBALL NICKNAME: Titans

FAVORITE COLLEGE TOWN: State College, PA (Happy Valley)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Cleveland Browns

FAVORITE ATHLETE AS A CHILD: Bart Starr

FAVORITE STADIUM OTHER THAN YOUR OWN AND WHY: Old Cleveland Stadium, love the tradition

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: Green Bay Packers

FAVORITE OTHER SPORT: Basketball

PERSON YOU'D MOST LIKE TO MEET: Clint Eastwood

PERSON WHO INFLUENCED YOU THE MOST: My parents

BEST ADVICE EVER RECEIVED: Be yourself

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Kevin Mawae

GREATEST OVERACHIEVER YOU'VE EVER COACHED: Benji Olson

BEST PURE ATHLETE YOU'VE EVER COACHED: Brad Hopkins

TOUGHEST PLAYER YOU'VE EVER COACHED: Bruce Matthews

FUNNIEST PLAYER YOU'VE EVER COACHED, AND WHY: Zach Piller, because he's a free spirit who has a unique outlook on things. He's funny without trying to be

GREATEST TEAM YOU'VE EVER COMPETED AGAINST: Steelers

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Our first season as the Titans in 1999, when we went undefeated at home

MOST KNOWLEDGABLE FOOTBALL WRITE YOU'VE EVER MET: John McClain

MOST UNDERRATED ASPECT OF FOOTBALL: The play of the offensive line

WHO HAS THE HARDEST JOB IN FOOTBALL: Quarterback

MOST EMBARRASSING FOOTBALL MOMENT: Losing our 35-3 lead to Buffalo in the playoffs

MOST MEMORABLE FOOTBALL MOMENT: Coaching in the Super Bowl (XXXIV), Titans vs. Rams

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: Involved in some type of business venture (was involved with Gold's Gym and Snapple as a player)



RON RIVERA — CAROLINA PANTHERS

HOBBIES: Family, travel & golf

LAST BOOK READ (& AUTHOR): Unbroken by Laura Hildebrand

FAVORITE MOVIE: Patton & The Quiet Man

FAVORITE FOOD: Puerto Rican

FAVORITE VACATION SPOT: Monterey, CA; Maui, HI

BEST FOOTBALL NICKNAME: Chico

FAVORITE COLLEGE TOWN: Berkley, CA

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Oakland Raiders

FAVORITE ATHLETE AS A CHILD: Roberto Clemente

FAVORITE STADIUM OTHER THAN YOUR OWN: Soldier Field & Lambeau Field

FAVORITE OTHER SPORT: Softball; watching my daughter play at UCLA

PERSON YOU'D MOST LIKE TO MEET: Tough to pick just one

PERSON WHO INFLUENCED YOU THE MOST: My parents and any of my coaches

BEST ADVICE EVER RECEIVED: Be true to who you are

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Former linebacker Mike Caldwell (LB coach of the Eagles)

GREATEST OVERACHIEVER YOU'VE EVER COACHED: Ian Scott, nose tackle, Chargers

BEST PURE ATHLETE YOU'VE EVER COACHED: Brian Urlacher, Bears

TOUGHEST PLAYER YOU'VE EVER COACHED: Stephen Cooper, Chargers

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: Mike Brown, Bears

FUNNIEST PLAYER YOU'VE EVER COACHED, AND WHY: Carlos Polk, spoke his mind and talked about everybody

TOUGHEST COACH YOU'VE EVER FACED, AND WHY: Norv Turner, who is a great football mind. He is always a play ahead

GREATEST TEAM YOU'VE EVER COMPETED AGAINST: 49ers with Joe Montana

TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER: San Diego vs. Indianapolis in the first round of the 2008 season; San Diego won

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Vikings of the late 80s and 90s in the Dome

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU'VE EVER MET: Paul Zimmerman of Sports Illustrated

MOST OVERRATED ASPECT OF FOOTBALL: That there is one great player

MOST UNDERRATED ASPECT OF FOOTBALL: Great team play

WHO HAS THE HARDEST JOB IN FOOTBALL: From what I have seen, the Commissioner

MOST MEMORABLE FOOTBALL MOMENT: Winning Super Bowl XX

ONE THING YOU'D CHANGE ABOUT NFL FOOTBALL: Try to keep the game from leaning too much toward the offense with the rules

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: Policeman or firefighter

ANY TRENDS YOU SEE DEVELOPING IN THE NFL IN 2011: The importance of the quarterback.



PAT SHURMUR — CLEVELAND BROWNS

HOBBIES: Golf, fishing

FAVORITE MOVIE: Jaws

FAVORITE FOOD: Steak

FAVORITE VACATION SPOT: Florida

FAVORITE COLLEGE TOWN: East Lansing, MI

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Detroit Lions

FAVORITE ATHLETE AS A CHILD: Hank Aaron

FAVORITE STADIUM OTHER THAN YOUR OWN AND WHY: Lincoln Financial Field
(Philadelphia)

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: St. Louis Rams

FAVORITE OTHER SPORT: Baseball

PERSON YOU'D MOST LIKE TO MEET: Ernest Hemingway

PERSON WHO INFLUENCED YOU THE MOST: My father

BEST ADVICE EVER RECEIVED: Work hard to get to the NFL; work harder to stay there

GREATEST OVERACHIEVER YOU'VE EVER COACHED: Chad Lewis

BEST PURE ATHLETE YOU'VE EVER COACHED: Sam Bradford and Donovan McNabb

TOUGHEST PLAYER YOU'VE EVER COACHED: Danny Amendola

FUNNIEST PLAYER YOU'VE EVER COACHED: Donovan McNabb

TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER: Super Bowl XXXIX (Philadelphia lost to New England)

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Seattle Seahawks

WHO HAS THE HARDEST JOB IN FOOTBALL: Quarterback

MOST EMBARRASSING FOOTBALL MOMENT: In 2009, getting run over on the sidelines in a game against the Lions.

MOST MEMORABLE FOOTBALL MOMENT: Winning the 1988 Rose Bowl

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: Games being played on Sunday

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: Be a fisherman



BILL WALSH NFL MINORITY COACHING FELLOWSHIP

Established in 1987, the **BILL WALSH NFL MINORITY COACHING FELLOWSHIP** provides NFL training camp positions to minority coaches every year. The program, which was named after the man who conceived the idea – late Pro Football Hall of Fame head coach **BILL WALSH** – exposes talented minority college coaches to the methods and philosophies of summer NFL training camps. Walsh introduced the concept to the league in 1987 when he brought a group of minority coaches into his San Francisco 49ers' training camp.



Steelers head coach **MIKE TOMLIN** (left), who became the youngest head coach (36) in NFL history to win a Super Bowl when he led Pittsburgh to a victory over Arizona in Super Bowl XLIII, interned with the Cleveland Browns in the summer of 2000 when he was the defensive backs coach at the University of Cincinnati.

“The Bill Walsh Minority Coaching Fellowship provided my first exposure to coaching in the NFL,” says Tomlin. “I learned so much from that experience, but most importantly, it confirmed by commitment to wanting to coach in the NFL. The fellowship is simply special.”

Tomlin is one of six current NFL head coaches – **LESLIE FRAZIER** (Minnesota), **HUE JACKSON** (Oakland), **MARVIN LEWIS** (Cincinnati), **RAHEEM MORRIS** (Tampa Bay) and **LOVIE SMITH** (Chicago) are the others – who are graduates of the program.

Lewis (right) interned with the San Francisco 49ers (1988) and the Kansas City Chiefs (1991) and is a huge endorser of the program.



“For a young coach, an opportunity through the fellowship is like a college student getting a great internship,” says Lewis. “Suddenly you’re exposed on a daily basis to some of the best people in your field, and you have a chance to show them firsthand what you can do. The contacts you make are invaluable. And of course you also see and learn the quality and expertise that go into every aspect of NFL coaching. I hope the coaches that we’ve hosted in the fellowship are learning some of the same valuable things from our staff.”

The program has tutored more than 1,500 minority coaches through the years and has grown to the point that now every NFL team participates during training camp.

Active NFL head coaches who are graduates of the Bill Walsh NFL Minority Coaching Fellowship:

HEAD COACH	TEAM	INTERNSHIP
Leslie Frazier	Minnesota	1995 with Arizona 1996 with Indianapolis
Hue Jackson	Oakland	1990 with LA Rams 1992 with Arizona 1995 with Washington
Marvin Lewis	Cincinnati	1988 with San Francisco 1991 with Kansas City
Raheem Morris	Tampa Bay	2001 with New York Jets
Lovie Smith	Chicago	1988 with Arizona
Mike Tomlin	Pittsburgh	2000 with Cleveland

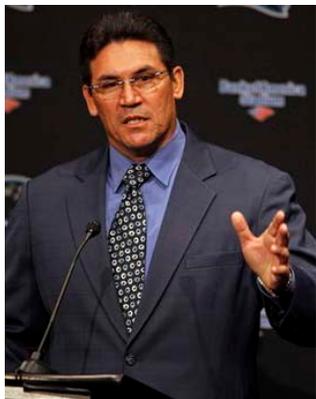
2011 NFL MINORITY HEAD COACHES, ASSISTANT HEAD COACHES & COORDINATORS

Keith Armstrong, Atlanta, Special Teams	John Mitchell, Pittsburgh, Assistant Head Coach
Todd Bowles, Miami, Assistant Head Coach	Curtis Modkins, Buffalo, Offense
Jim Caldwell, Indianapolis, Head Coach	Raheem Morris, Tampa Bay, Head Coach
Maurice Carthon, Kansas City, Assistant Head Coach	Winston Moss, Green Bay, Assistant Head Coach
Juan Castillo, Philadelphia, Defense	Ron Rivera, Carolina, Head Coach
Romeo Crennel, Kansas City, Defense	Clarence Shelton, San Diego, Offense
George Edwards, Buffalo, Defense	Mike Singletary, Minnesota, Special Assistant to the Head Coach
Perry Fewell, New York Giants, Defense	Dwayne Stukes, Tampa Bay, Special Teams
Leslie Frazier, Minnesota, Head Coach	Lovie Smith, Chicago, Head Coach
Jerry Gray, Tennessee, Defense	Mike Tomlin, Pittsburgh, Head Coach
Ray Horton, Arizona, Defense	Mel Tucker, Jacksonville, Defense
Hue Jackson, Oakland, Head Coach	Bobby Turner, Washington, Assistant Head Coach
Marvin Lewis, Cincinnati, Head Coach	Steve Wilks, San Diego, Assistant Head Coach

EXCITEMENT ABOUND AS NEW COACHES TAKE OVER

This season, eight NFL teams – Carolina, Cleveland, Dallas, Denver, Minnesota, Oakland, San Francisco and Tennessee – welcome new head coaches. Four men – the Broncos' **JOHN FOX**, the 49ers' **JIM HARBAUGH**, the Panthers' **RON RIVERA** and the Browns' **PAT SHURMUR** – will open the 2011 campaign in a new city, while the Vikings' **LESLIE FRAZIER**, the Cowboys' **JASON GARRETT**, the Raiders' **HUE JACKSON** and the Titans' **MIKE MUNCHAK** were selected to take the helm of clubs they coached last season.

CAROLINA PANTHERS HEAD COACH RON RIVERA



Rivera, who spent the past four seasons (2007-10) coaching the San Diego Chargers' defense, was named the fourth head coach in franchise history. Rivera hopes to foster a disciplined, aggressive mindset for all of his players, charged by his defensive coaching and playing experience as well as his upbringing in a military family.

"His approach, his demeanor, his style, his experience and the fact that he's a former player seemed to me to be perfect for us at this particular point in time," says Panthers owner **JERRY RICHARDSON**.

After a nine-year playing career (1984-92) with the Chicago Bears that included a victory in Super Bowl XX, Rivera served the Bears' staff as a defensive quality control coach for two seasons (1997-98). The former outside linebacker then coached the Philadelphia Eagles' linebackers from 1999-2003 before returning to Chicago to become the club's defensive coordinator in 2004.

He joined the Chargers' defensive staff in 2007 and was named the team's defensive coordinator midway through the 2008 season. Last year, he guided a Chargers unit that led the league in total yards allowed per game (271.6) and passing yards allowed per game (177.8).

CLEVELAND BROWNS HEAD COACH PAT SHURMUR

Shurmur owns 23 years of coaching experience, including 12 in the NFL, and begins his head coaching career in 2011. After starting at Michigan State (1988-97) and Stanford (1998), he spent 10 seasons on the Eagles' offensive coaching staff (1989-98) prior to being named the St. Louis Rams' offensive coordinator in 2009.

His personality, background and long-standing reputation in the NFL make him a great selection to be the Browns' 13th full-time head coach, according to team president **MIKE HOLMGREN**.

"Pat is a bright, young man who grew up in football and around the coaching profession," says Holmgren. "I came away from our interview very impressed with him as a person, his extensive knowledge of the game and his track record of success as an assistant coach in this league. Most importantly, I feel as though he possesses the necessary qualities which make him the right man to lead our football team."



In 2010, Shurmur directed a Rams offense led by rookie quarterback **SAM BRADFORD**, the No. 1 overall selection in the 2010 NFL Draft. Bradford last season passed for 3,512 yards, the second-most by a rookie in NFL history (**PEYTON MANNING**, 3,739 yards in 1998), and set a rookie record by throwing 174 consecutive passes without an interception.

DALLAS COWBOYS HEAD COACH JASON GARRETT



After leading the Cowboys to a 5-3 record as an interim head coach to close the 2010 campaign, Garrett was named the eighth head coach in Dallas' history. He became the first former Cowboys player (1993-99) to become the club's head coach. The former NFL quarterback was a member of three Super Bowl championship teams (XXVII, XXVIII and XXX) during his playing career.

Garrett started his coaching career as the Miami Dolphins' quarterbacks coach (2005-06) and returned to Dallas as the team's offensive coordinator in 2007. In his first season in that role, the Cowboys claimed the NFC East title with a 13-3 record, charged by an offense that led the NFC in scoring (28.4 points per game) and finished second in total yards per game (365.7). Dallas' offense under Garrett powered the team to another division crown in 2009, when the unit set franchise records for total offensive yards (6,390), net passing yards (4,287) and pass completions (347).

Owner **JERRY JONES** made his head coaching decision confidently, granting Garrett full-time duties three days after the Cowboys' final regular-season game.

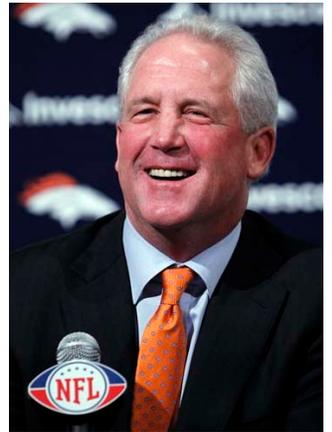
“What an opportunity it was to be able to know someone as well as we know Jason,” says Jones, “someone who has his qualifications and wants to be a part of this thing. He has the background, and literally, for the first time ever, we have a player for the Cowboys become the head coach.”

DENVER BRONCOS HEAD COACH JOHN FOX

Fox, who enters his 23rd season in the NFL, looks to build upon an already stout NFL head coaching résumé in Denver. Since being named the Panthers’ head coach in 2002, he has compiled 78 total wins (including the postseason), the third-most among active NFL head coaches in that time span, and led Carolina to two NFC Championship Games and Super Bowl XXXVIII.

After gaining 11 years (1978-88) of collegiate coaching experience, Fox launched his NFL career in 1989. Prior to his nine seasons spearheading the Panthers, he primarily held defensive coaching positions, including tenures as a defensive coordinator for the Oakland Raiders (1994-95) and New York Giants (1997-2001).

In 2003, Fox piloted Carolina to an 11-5 record and a division championship, making him only the third coach in NFL history (Pro Football Hall of Famer **VINCE LOMBARDI** and **BILL PARCELLS**) to inherit a one-win team and lead it to the postseason in just two years. His squad then won three playoff games, including two on the road, to reach the franchise’s first Super Bowl.



Broncos Executive Vice President of Football Operations and Pro Football Hall of Fame quarterback **JOHN ELWAY** believes Fox’s history and leadership experience will be key assets for future success.

“He’s a dynamic and proven leader,” says Elway. “He’s coached great defenses, turned teams around and been to Super Bowls. We couldn’t be more excited to have him lead our football team.”

MINNESOTA VIKINGS HEAD COACH LESLIE FRAZIER



On January 3, one day after the final regular-season game, the Vikings selected Frazier to be the franchise’s eighth head coach. Last year, Frazier, who had served as the club’s defensive coordinator since 2007 and added assistant head coaching duties in 2008, led the team to a 3-3 record as the interim head coach over the team’s final six games.

While Frazier has had success on the field – he has only experienced two losing seasons in 12 years as an NFL coach – Vikings owner/chairman **ZYGI WILF** notes his character and rapport are highly regarded throughout the team’s Winter Park Complex.

“Our players and entire organization have great respect for Leslie,” says Wilf. “He has a vast knowledge of the game, both as a former player and as a coach, and he has a terrific way with those who play for him and work with him.”

A former Bears cornerback (1981-85), Frazier has won two Super Bowls, one as a player (Super Bowl XX) and one as a defensive backs coach/special assistant to the head coach (Super Bowl XLI) with the Indianapolis Colts (2005-06). Prior to joining the Colts, he earned six years experience as an NFL defensive coach (Philadelphia Eagles 1999-2002; Cincinnati Bengals 2003-04) after logging 11 years at the collegiate level.

OAKLAND RAIDERS HEAD COACH HUE JACKSON

Jackson possesses 25 years of coaching experience and joined the Raiders in 2010 as the team’s offensive coordinator. In his first season in Oakland, the offense registered 410 points (25.6 points per game), more than doubling its production from the previous season (197 points; 12.3 points per game).

Last season marked Jackson’s 10th in the NFL. Prior to joining the Raiders, he coached with the Washington Redskins (2001-03), Cincinnati Bengals (2004-06), Atlanta Falcons (2007) and Baltimore Ravens (2008-09).

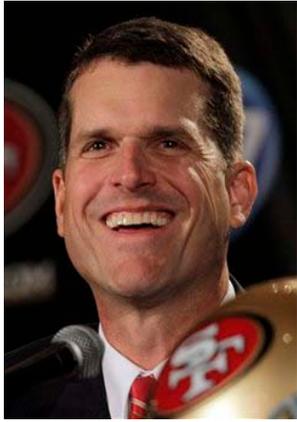
Owner **AL DAVIS** believes Jackson will continue to not only inspire his team but impassion the team’s fan base for years to come.

“The fire in Hue will set a flame that will burn for a long time in the hearts and minds of the Raider football team and the Raider Nation,” says Davis.



A graduate of Pacific University, Jackson started his coaching career as a running backs coach at his alma mater (1987-89) and gained an additional 10 years of experience at the college level (Cal State Fullerton 1990-91; Arizona State 1992-95; California 1996; USC 1997-2000) before embarking on his NFL career.

SAN FRANCISCO 49ERS HEAD COACH JIM HARBAUGH



Harbaugh, a 15-year NFL quarterback, returns to the league as head coach of the 49ers after coaching 17 years at the collegiate level, including the past four at Stanford (2007-10).

Over the past two seasons guiding the Cardinal, Harbaugh posted a 20-6 record, including a 12-1 finish last year, capped by a victory in the Orange Bowl. Stanford's offense set a school record with 524 points last season, scoring at least 30 points in all but one game, to finish the year ranked ninth in points scored (40.3) and 14th in total yards per game (472.5).

Having Harbaugh and Stanford in such a close vicinity, 49ers general manager **TRENT BAALKE** had ample opportunity to observe the character and success of the man who is now the 18th head coach in franchise history.

"I met this man about six or seven years ago and I fell in love with his energy," says Baalke. "He had passion. It really became evident that this guy had the 'it' factor. He had what we were looking for."

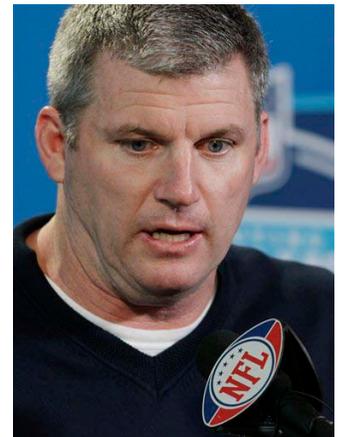
Harbaugh, who is the son of tenured college head coach Jack, will match up against his brother, Ravens head coach **JOHN HARBAUGH**, when Baltimore hosts San Francisco on Thanksgiving night on NFL Network.

TENNESSEE TITANS HEAD COACH MIKE MUNCHAK

Since he was the first offensive lineman selected (No. 8 overall) in the 1982 NFL Draft by the Houston Oilers, Munchak has been a mainstay of the Houston Oilers/Tennessee Titans franchise. After 29 consecutive seasons (1982-2010) with the club, Titans owner **BUD ADAMS** named the Pro Football Hall of Fame guard (Class of 2001) the head coach, making him the first former Oiler/Titan to hold the distinction.

"Mike has been successful at everything he has been associated with at our franchise," says Adams. "He earned Hall of Fame distinction as a player and yearly he has been one of the best offensive line coaches in the NFL. He understands where we have been and knows where we need to go."

An NFL 1980s All-Decade team member and a nine-time Pro Bowl selection, Munchak played in 159 games (156 starts) during his 12-year career (1982-93) and joined the staff as an offensive assistant and quality control coach (1994-96) following his retirement. In 1997, he accepted a position coaching the team's offensive line, a role he would hold through the 2010 season.



Despite only starting the same five linemen on two occasions from one year to the next during his career, Munchak's offensive line has allowed the second-fewest sacks (28.3 sacks per season) in the NFL since he assumed control of the group in 1997.



“PREPARATION PUTS YOU IN A POSITION TO WIN, EFFORT AND ATTITUDE DETERMINE THE OUTCOME”



Last season’s NFC North division champions, the Chicago Bears, view this message as they enter the locker room at their Halas Hall practice facility in Lake Forest, Illinois.

Many NFL teams post messages or quotations like this in their facilities to provide added motivation and inspiration to their players and coaches. The messages cover everything from basic work ethic to philosophical mindsets.

Below is a sampling of quotes that are used to inspire and motivate NFL teams:

TEAM	MOTIVATIONAL MESSAGE
Arizona Cardinals	“Get your mind right.” – Cardinals strength and conditioning coach John Lott
Baltimore Ravens	“Work hard. Stay loose. Stay focused. Be accountable. Take care of one another.” “W.I.N: What’s Important Now”
Buffalo Bills	“Individuals play the game, but teams win championships.”
Chicago Bears	“Preparation puts you in a position to win, effort and attitude determine the outcome.” “If you want something you have never had, you must be willing to do something you have never done.” “Adversity teaches us the truth about ourselves.”
Green Bay Packers	“Train like champions. Play like champions.”
Jacksonville Jaguars	“Every day, every play.” “Greater than self.”
Philadelphia Eagles	“There is only one way to succeed in anything, and that is to give it everything.” – Vince Lombardi “Football is a game of controlled anger. It is a game of retribution. It’s about will. That’s why the work ethic of football is so important. That’s why the structure of the game is so important.” – Keith Jackson
San Diego Chargers	“Start fast, finish strong.”
San Francisco 49ers	“No man can be a football player who does not love the game. Half-heartedness or lack of earnestness will eliminate any man from a football team. The love of the game must be genuine. It is not a devotion to a fad that makes men play football: It is because they enjoy their struggle.” – Fielding H. Yost “You are getting better or you are getting worse, you never remain the same.”
St. Louis Rams	“Make excellence a habit.” “Demand, compete, finish.”

