



WOMEN: A KEY PART OF THE NFL

From stay-at-home moms to stockbrokers, 43 percent of the NFL’s fan base is women. Whether they're grand-moms, working moms or women just working hard, 54 million women find time to fit in NFL football each year.

Thirty-eight percent of the league’s 120 million weekly television viewers last year were female.

Online, more than 25 percent of an estimated 15 million fantasy players are women, according to a study conducted by the Ipsos marketing research company. That totals 3.75 million women.

More than one million girls annually participate in NFL Pepsi Punt, Pass & Kick.

And more women watch the Super Bowl than the Academy Awards. Forty-four percent more women watched Super Bowl XXXVIII (39.2 million) than watched this year's Academy Awards (27.1 million).

Each season, more than 10,000 women attend NFL 101 Workshops for Women. NFL 101 covers life in the NFL, the history of football, strategy, equipment, officiating and other football subjects.

“It’s definitely put a new dynamic on football — not only for the men but for the women as well,” says **ALLISON STANGEBY**, the New York Giants’ Director of Community Relations. “Guys love to hear that their wives and girlfriends are coming to NFL 101, being educated. They are jealous.”

More than 20 teams offer NFL 101 Workshops for Women.

Behind the scenes, more and more women are making advances on the administrative side at the league and club levels of the NFL.

“One of our key priorities is to have a league that represents, supports and celebrates diversity,” says NFL Commissioner **PAUL TAGLIABUE**. “Women have a significant and growing role in our league. They are an increasing part of our fan base, and there are more women contributing to the league and our clubs in executive and staff positions today than ever before.”

Female executives at the vice president level and above throughout the NFL:

Name	Title	Organization
Charlotte Anderson	VP/Director of Charities & Special Events	Dallas Cowboys
Susan Bass	VP of Communications and Community Relations	Atlanta Falcons
Rita Benson LeBlanc	Owner/Executive	New Orleans Saints
Katie Blackburn	Executive VP	Cincinnati Bengals
Linda Bogdan	Corporate VP	Buffalo Bills
Jeanne Bonk	VP & Chief Financial and Administrative Officer	San Diego Chargers
Adrian Bracy	VP of Finance	St. Louis Rams
Rena Clark	VP of Community Affairs & Corporate Philanthropy	New England Patriots
Pat Curley	VP of Information Technology	New England Patriots
Denise DeBartolo York	Owner	San Francisco 49ers
Shawn Dennis	VP of Marketing Services	National Football League
Jesse Ewing	VP of Strategic Development	National Football League
Judy Fearing	VP of Marketing	NFL Network
Georgia Frontiere	Owner	St. Louis Rams
Martha Fuller	CFO	Seattle Seahawks
Cindy Galloway	VP of Community Development	Denver Broncos
Nancy Gill	Senior VP of Human Resources	National Football League
Susan McBride-Rothman	VP of Consumer Products	National Football League
Virginia McCaskey	Owner	Chicago Bears
Julia Payne	VP of Communications	Cleveland Browns
Christine Procops	VP and CFO	New York Giants
Kennie Smith	Executive in Charge of Project Management	NFL Films
Jill Strafaci	Senior VP of Finance & Administration	Miami Dolphins
Suzie Thomas	Senior VP/General Counsel/Chief Administrative Officer	Houston Texans
Amy Trask	Chief Executive	Oakland Raiders
Delores Barr Weaver	Chair and CEO of Jaguars Foundation	Jacksonville Jaguars
Kimberly Williams	Senior VP of Finance	National Football League

WOMEN & FOOTBALL

- **HEATHER NABOZNY** and **ABBY MC NEAL** were the first two women to work on a Super Bowl grounds crew, this past January at Super Bowl XXXVIII at Reliant Stadium in Houston, Texas.
- West Alabama’s **TONYA BUTLER** kicked the first field goal by a woman in NCAA history last September 13. Other football-playing women have kicked extra points in college, but no woman before Butler had kicked a field goal.
- *ESPN’s NFL Sunday Night Football* sideline reporter **SUZY KOLBER** was the first girl to play on a boys football team in suburban Philadelphia at the age of 10. “I raised my hand to be a tight end because it was the last skill position,” she says.