

NFL WOMEN’S WEAR SALES TRIPLE

Hair scrunchies, halter tops, sleeveless Spandex tees and tanks with spaghetti straps. Not exactly what comes to mind when you think of football clothing? Well, times are changing!

While women have comprised about 40 percent of the NFL fan base for years, the only NFL apparel for them consisted of small-sized T-shirts and polo shirts as recently as two years ago. Now there are official NFL camisoles, earrings, and handbags.

“Women fans have indicated through their purchases that they really appreciate fashion and apparel accessories that have been developed for them, whether it’s a feminized logo, a pretty color, or a current cut or fit of a garment,” says NFL Vice President of Consumer Products **SUSAN ROTHMAN**.

The NFL was the first professional league to develop a full line of women’s apparel in 1997. Last year, sales of women's NFL-licensed merchandise tripled from the year before. This year's NFL Shop catalog has twice as many pages of women's merchandise as last year. Times have indeed changed! NFL-licensed merchandise for women:

NFL CLOTHING/ACCESSORIES

| | | |
|---------------------|---------------------|-----------|
| Bottoms | Garters | Sleepwear |
| Bracelets | Gloves | Socks |
| Canvas tote bags | Hair bows and bands | Swimwear |
| Chains | Handbags | Tops |
| Charms | Hats | Watches |
| Clay beaded jewelry | Jerseys | Wovens |
| Colored beads | Knits | |
| Compacts | Necklaces | |
| Costume jewelry | Outerwear | |
| Earrings | Pendants | |
| Fleece | Rings | |

ELISABETH GETS HER MAN BACK!

Plenty of NFL wives equal or even outdo their football-playing husbands in skills and fame.

While **ELISABETH HASSELBECK**, the former *Survivor* star and current co-host of *The View* on ABC, last year lived in her studio home in Manhattan, her husband, quarterback **TIM HASSELBECK**, was in D.C. playing for the Redskins. But the couple's commuter marriage days are over, now that Hasselbeck has signed with the New York Giants.

“When I played in Washington I would fly down to D.C. for the week and then fly back if I had a little bit of time off,” says Tim. “Now I’m not spending my day off trying to get home. It’s good to see my family and good for me from a football perspective.”

The couple is together again living in New York with their new baby girl, **GRACE ELISABETH**, born on April 6.

In Houston, Texans quarterback **TONY BANKS’** wife **YOLANDA** is am all-star in the kitchen. She is the author of her own cookbook which will be published next year.

Of his wife’s cooking talents, Banks says, “It's like being out in practice; I'm learning something all the time. With her, I'm learning something about food and wine every day. I watch her in the kitchen, and I'm pretty infatuated with the whole process.”

Elisabeth Hasselbeck and Yolanda Banks are not the only well-known women who just happen to be married to NFLers. Some others:

| Wife | Known for | NFL Player/Coach and Relation |
|-------------------|--|--|
| Rosa Blasi | Actress – Dr. Luisa “Lu” Delgado in Lifetime TV’s “Strong Medicine” | Giants RB Jim Finn |
| Kaye Cowher | Former professional basketball player with the New York Stars and the New Jersey Gems of the Women’s Professional Basketball League | Steelers head coach Bill Cowher |
| Shannon Dawson | Singer. Has sung national anthem prior to Cleveland games. Toured with Wayne Newton from 1992-94 and sang at Texas Governor George W. Bush’s inauguration. | Browns K Phil Dawson |
| Amy Van Dyken | Five-time Olympic gold-medal swimmer. | Panthers P Tom Rouen |
| Shaelyn Fernandes | Three-year soccer goalkeeper for USC “Lady Trojans.” Ranks high in USC career stats | Bengals QB Carson Palmer |
| Carrie Gerlach | Published author of “Emily’s Reasons Why Not,” which has been developed into sitcom that will air on ABC in January 2006 | Titans safeties coach Chuck Cecil |
| Cindy Gruden | Working with the Buccaneers to put out a team cookbook | Buccaneers head coach Jon Gruden |
| Nikki Johnson | All-region volleyball player at University of South Florida and finished as school’s all-time leader in kills and digs. | Vikings QB Brad Johnson |
| Linda Lynch | Competed on women’s pro tennis tour for two years. | Broncos S John Lynch |
| Heather Mitts | Member of 2004 U.S. Olympics Gold Medalist women’s soccer team | Dolphins QB A.J. Feeley (girlfriend) |
| Roxi Nurse | Point guard at Syracuse University/Assistant Director of Academic Support at Villanova | Eagles QB Donovan McNabb |
| Stephanie Rivera | Former assistant coach with the WNBA’s Washington Mystics | Bears defensive coordinator coach Ron Rivera |
| Leslie Russell | Competed in the Olympic trials to participate in the heptathlon and the javelin in the 2004 Olympics in Athens. | Browns S Brian Russell |
| Faith Thompson | Played basketball at West Texas A&M | Browns LB Chaun Thompson |

