



NFL REPORT



**SUPER BOWL XLI COMES TO SOUTH FLORIDA! • NFL NETWORK: ALL OVER THE BIG GAME
• ALL-STARS GATHER FOR HAWAII PRO BOWL • NFL EXTENDS GLOBAL BOUNDARIES
• WHAT MOVES U GETS KIDS IN SHAPE**



ONE GAME. ONE DREAM.

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NATIONAL FOOTBALL LEAGUE



SOUTH FLORIDA
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SUPER BOWL XLI COMES TO SOUTH FLORIDA...AND THE DREAM BECOMES REALITY

South Florida...and all of America... is ready!

The football game that has become part of American culture will be played this February 4 in a location that has seen some of its most memorable moments – South Florida.

It's Super Bowl XLI at a renovated (\$250 million worth) Dolphin Stadium. America – and a good part of the world – will be watching, no matter which teams are competing.

"It's amazing how big a game it is and what it means to everybody," says Pittsburgh Steelers guard Alan Faneca, who played in – and won – that game last season.

He's right. Super Bowl XL was the second most-watched television program ever (141.1 million viewers). Its rating (41.6) was nearly twice that of another American must-see, the Academy Awards.

Beyond America, a total of 234 countries and territories watched the game, from Albania to Zanzibar.

This year should be no different. The rest of the country and world will see one of America's greatest jewels – South Florida – in all its sun-blazoned, palm-tree brilliance.

Comprised of Miami-Dade, Broward and Palm Beach counties, South Florida boasts the largest metropolitan area in the Southeastern United States (5.4 million people). It also features attractions from cultural enclaves to theme parks.

From the trendy shops and bistros of Palm Beach, to the bright beaches of Fort Lauderdale, to the excitement and pace of Miami, there is never a lack of things to do in South Florida.

Parrot Jungle Island on Watson Is-

land in Miami, for instance, has been a hit with thousands of visitors since it opened in 2003. The \$47 million theme park is located in the heart of Miami between downtown and South Beach.

The Greater Miami region alone is home to more than 50 new hotels and 30 new golf courses as well as a new performing arts center that has already sparked a flurry of development in revitalized downtown Miami.

But for all the enticements of the region, there is one that will dwarf the others – Super Bowl XLI.

It was the dream of every NFL coach and player to reach XLI when they reported for training camp in July. They all had "one game, one dream" on their minds – Super Bowl. That "One Game. One Dream" quest is the theme of Super Bowl XLI.

South Florida this year will tie New Orleans for hosting the most Super Bowls with nine. And does it ever have a rich Super Bowl history!

There was Super Bowl III, in which Joe Namath and the AFL New York Jets shocked the Baltimore Colts...and Super Bowl XXIII, in which San Francisco 49ers quarterback Joe Montana connected with John Taylor for the winning, come-from-behind, last-minute touchdown against Cincinnati...and Super Bowl XXXIII – John Elway's last game – in which the Denver Broncos' quarterback won his second consecutive title game by throwing for 336 yards and running for a touchdown.

After all the lead-up, it always comes down to the dream game -- and winning it. Just ask a New England Patriots quarterback who has won three. "There's nothing that matches it," says Tom Brady.



LIVE FROM SOUTH FLORIDA, IT'S NFL NETWORK!

NFL Network is every football fan's "one-stop shop" for the most extensive coverage of Super Bowl XLI on television.

NFL Network will offer more than 60 hours of live, "fly-on-the-wall" Super Bowl coverage from multiple sites in South Florida, including the Miami Beach Convention Center, an oceanfront location on South Beach, AFC & NFC team hotels and the NFL Experience.

The network's on-air roster in South Florida will include Rich Eisen, Brian Baldinger, Terrell Davis, Jamie Dukes, Marshall Faulk, Kara Henderson, Steve Mariucci, Jim Mora,

Deion Sanders, Adam Schefter, Sterling Sharpe, Solomon Wilcotts and Rod Woodson.

In addition, every NFL-related press conference will be shown live, including team arrivals, daily player media sessions, head-coach press conferences, NFL Commissioner Roger Goodell's Super Bowl press conference, the Pro Football Hall of Fame's announcement of new inductees, and the Walter Payton NFL Man of the Year Award.

NFL Network's landmark series *America's Game*, which ranks the top 20 Super Bowl champions, completes

its countdown during Super Bowl week. The top 10 teams as voted by a blue ribbon panel of experts will be revealed from January 27-February 3. Each episode of *America's Game* is a one-hour documentary taking NFL fans inside the locker rooms of each Super Bowl winner, featuring behind-the-scenes stories from the participants.

In another Super Bowl week first, NFL Network will air four previous Super Bowls in their entirety featuring the original television broadcasters. This marks the first time in history that a network broadcast of a Super Bowl is re-aired on television.

On Super Bowl Sunday, NFL Network delivers live pregame and postgame shows from Dolphin Stadium.



NFL LOSES CHIEFS & AFL FOUNDER LAMAR HUNT

The National Football League and the American sports community lost a giant on December 13 when Kansas City Chiefs Founder Lamar Hunt peacefully passed away at the age of 74.

Recognized as one of America's great sportsmen, Hunt (left) served as the guiding force behind the formation of both the American Football League and the Chiefs' franchise.

Hunt was a positive influence on the game for 47 years. His lifelong passion for sports was chronicled over the years by his involvement in six different professional sports. The World Championship Tennis League, North American Soccer League, NBA and MLS all benefited from his vision. But it is his footprints on the NFL that will be remembered. Hunt founded the eight-team American Football League in 1959 to rival the National Football League, and with Pete Rozelle, was instrumental in the merging of the two leagues in 1970.

Hunt was a forward and creative-thinking man. He introduced the two-point conversion to professional football. After watching his children play with a Super Ball, Hunt came up with the name "Super Bowl," a term that became a part of American culture and an unofficial mid-winter holiday. Hunt's contributions were so significant that he was elected to the Pro Football Hall of Fame in 1972. The NFL named the AFC Championship Trophy after him.

Despite his many accomplishments, Hunt's humility was one of his most unwavering and endearing traits. While he modestly declined to take credit for his efforts, he truly played an important role in the design, ongoing development and direction of the modern-day NFL.

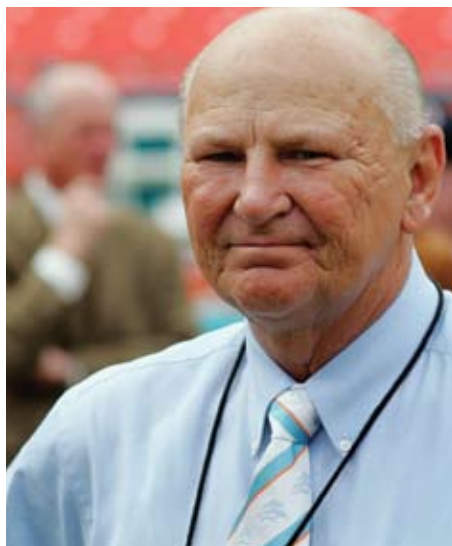
Perhaps Hunt's biggest influence on the league over the years was his quiet, yet persuasive voice of reason. Hunt, like so many legendary names in NFL history such as Halas, Mara and Rooney, was committed to putting the betterment of the league ahead of any potential individual gain.



"Lamar Hunt was one of the greatest leaders and innovators in the history of sports. His vision transformed pro football and helped turn a regional sport into a national passion. Lamar created a model franchise in the Kansas City Chiefs, but he was always equally devoted to the best interests of the league and the game, from the AFL-NFL merger to the two-point conversion. His legacy is unmatched in sports and the NFL -- a pioneer, a founding father, and one of the most important architects in the history of our game."

—NFL Commissioner Roger Goodell

DOLPHINS PUT HIGH SCHOOL FIELD IN SUPER SHAPE



Dolphins owner H. Wayne Huizenga



The Miami Dolphins Foundation recently donated \$250,000 to fund stadium renovations at the Nathaniel Traz Powell Stadium in Miami as part of the NFL Youth Football Fund initiative to build and repair scholastic and youth football fields nationwide.

A ribbon-cutting ceremony at the stadium was held to commemorate the installation of a new durable synthetic field turf, which marks the first stage of renovations at the stadium.

The ceremony included a national anthem performance by the Miami Carol City Senior High School Band, a ceremonial coin toss and remarks by guests such as Dolphins Enterpris-

es CEO Joe Bailey. Dolphins players Chris Chambers and Travis Daniels and alumni Nat Moore, Larry Little and Twan Russell were on hand to mark the occasion.

"The Dolphins in conjunction with the NFL are fully committed to helping bring forth the success of this project in South Florida," said Dolphins owner H. Wayne Huizenga.

The second phase of repairs will include stadium locker rooms, concession stands and restrooms. Nathaniel Traz Powell Stadium is the first field in South Florida repaired through grant funds.

The Miami Central Senior High and Miami Carol City Senior High football teams were the first to play on the new durable synthetic turf that is resistant to damage caused by rain and overuse.

SUPER BOWL ★ MVP ★ THUMBNAILED

Following is a review of the memorable performances of each Pete Rozelle Trophy-Most Valuable Player in the eight South Florida Super Bowls:

SUPER BOWL II: QB BART STARR, Green Bay Packers - Guiding Green Bay to its second Super Bowl win in a row (and third consecutive NFL championship), Starr's star shone the brightest in the second half. The high-powered Green Bay offense accounted for 17 unanswered points in the third and fourth quarters to pull away from the Raiders for a 33-14 victory. Starr completed 13 of his 24 passes, including a 62-yard scoring strike to Boyd Dowler.

SUPER BOWL III: QB JOE NAMATH, New York Jets - In a game that will be forever remembered because of Namath's "guarantee" of victory, the Jets toppled the seemingly unbeatable Baltimore Colts by a score of 16-7. Even future Hall of Famer Johnny Unitas could not spark a second half comeback by Baltimore. Because of Namath's leadership (and five Baltimore turnovers), the Jets secured the first victory for the AFL in the young history of the Super Bowl. "Broadway Joe" finished 17-of-28 for 206 yards passing.

SUPER BOWL V: LB CHUCK HOWLEY, Dallas Cowboys - Howley made history twice in one day with his MVP-worthy performance. Not only did this gritty linebacker become the first defensive MVP in Super Bowl history, Howley is still the only player in NFL history to win the award for a losing team. Baltimore's Jim O'Brien nailed a 32-yard

field goal with only five seconds left in the game to close out a 16-13 come-from-behind win for the Colts. Howley intercepted two passes and recovered a fumble in the losing effort.

SUPER BOWL X: WR LYNN SWANN, Pittsburgh Steelers - Famous for his acrobatic catches, Swann did not disappoint in the Steelers' 21-17 win over the Cowboys. Racking up a Super Bowl record 161 yards receiving on only four catches, Swann's 64-yard touchdown reception from Terry Bradshaw made the difference in the close contest. Swann's score capped a 14-0 run for the Steelers in the fourth quarter.

SUPER BOWL XIII: QB TERRY BRADSHAW, Pittsburgh Steelers - Establishing a career high with 318 passing yards, Bradshaw won the first of his two consecutive Super Bowl MVP awards based on the strength of his four touchdown passes in this 35-31 victory. Wide receiver John Stallworth hauled in scoring catches covering 28 and 75 yards in the first half. Bradshaw, who carved out his place among the NFL's greatest with his sterling Super Bowl performances, got the best of Cowboys QB Roger Staubach, who had a tremendous day in his own right with three passing scores.

SUPER BOWL XXIII: WR JERRY RICE, San Francisco 49ers - San Francisco became the first NFC team to win three Super Bowls in this epic come-from-behind win (20-16) over the Bengals. Rice was unstoppable, reeling in 11 catches for a Super Bowl-best 215 yards. Though Joe Montana racked up more

than 300 yards passing and directed the most memorable touchdown drive in Super Bowl history (92 yards in 11 plays), Rice's dominant performance was the difference in this game. In addition to being the owner of every significant receiving record in NFL regular-season history, Rice still holds five Super Bowl records, including most career receiving yardage and touchdowns.

SUPER BOWL XXIX: QB STEVE YOUNG, San Francisco 49ers - Stepping out of the shadow of the man he replaced (Joe Montana), Young burned San Diego's defense for 325 yards passing to go along with his Super Bowl record six touchdown tosses. Jerry Rice caught three of the six scoring strikes from the left-handed Young, who also led the 49ers in rushing with 49 yards. Young and the 49ers jumped out to an early 14-0 lead following passing touchdowns to Rice and running back Ricky Watters. Fittingly, Young surpassed Montana's single-game Super Bowl record for touchdown passes in the 49-26 victory.

SUPER BOWL XXXIII: QB JOHN ELWAY, Denver Broncos - After waiting so long for his first Super Bowl ring (SB XXXII), Elway wasted no time in adding a second one to his collection. Elway, the only other quarterback besides Dan Marino to throw for more than 50,000 career yards, amassed 336 yards in Denver's 34-19 win over a Falcons squad led by powerful halfback Jamal Anderson. A member of the famed Class of '33 quarterbacks, Elway walked away from football after winning his second consecutive Super Bowl, ending on the highest of notes.

KIDS START MOVING, THANKS TO WHAT MOVES U



The NFL and the American Heart Association have teamed up to create *What Moves U*, a national campaign to inspire youngsters to become more physically active. The decline of physical education programs in many of America's schools has led to an alarming rise in obesity rates among youth. *What Moves U* -- funded by a \$1.5 million NFL Charities grant -- seeks to connect with kids and teens throughout their daily routines.

What Moves U features a program website which builds loyalty by offering the chance to win prizes. It even offered trips to Super Bowl XLI and the 2007 Pro Bowl. Kids increased their chances to win by earning award points for both physical activity and online participation in quizzes and surveys. Austin Williams, 10, of Harrisburg, North Carolina was the Super Bowl XLI contest winner. He learned about *What Moves U* from his physical education teacher and returns to the site because it allows him to share how he personally stays healthy. Austin and his dad Robert will be flying down to South Florida to see the big game.

"The website is a wonderful tool for kids," said Robert Williams. "It gave us a once-in-a-lifetime opportunity and an experience my son and I will never forget."

In addition to the website, the campaign recently delivered unique curriculum kits to nearly 25,000 middle schools throughout the country. Each kit contains lesson plans that incorporate physical activity into academic disciplines such as math and science in addition to physical education.

New York Giants quarterback Eli Manning recently kicked off the program at a middle school in New York City where he demonstrated a math lesson that had students performing squats and calculating their own heart rates. "*What Moves U* reinforces the enjoyment of play," said Manning. "It also educates the students about the physical benefits of exercise."

The *What Moves U* campaign expects to reach more than five million kids and teens in its first year.

NFL players pictured: Carolina Panthers' Steve Smith (89) and Chicago Bears' Brian Urlacher (54)





PRO BOWL PITS THE BEST VS. THE BEST IN HAWAII

Peyton Manning vs. Drew Brees. Chad Johnson vs. DeAngelo Hall. Jason Taylor vs. Walter Jones. The best of the AFC going against the best of the NFC.

That is the appeal of the 2007 Pro Bowl, to be played on Saturday, February 10 in Honolulu, Hawaii and televised by CBS (6:00 ET)

It's the cream vs. the cream.

The game itself is always exciting. The past seven Pro Bowls have averaged almost 70 points per game.

The Pro Bowl – always a sellout – generates approximately \$30 million in visitor spending each year, according to state figures.

The excitement in Hawaii begins

with the Pro Bowl Kickoff Rally, where players, cheerleaders and dignitaries get the celebration started. Following

is the Pro Bowl Football Festival, a two-day event offering games and entertainment for the entire family. On February 9, the day before the

game, the NFL will hold its "Ohana Day Celebration" at Aloha Stadium where fans can watch the two teams in action. That night, Honolulu's Kalakaua Avenue will be home to the Pro Bowl Block

Party where five stages will provide continuous entertainment.

The Official Pro Bowl Tailgate Party will take place on the morning of the game before the Pro Bowl kicks off.

The AFC and NFC All-Star squads are comprised of the consensus votes of fans, players and coaches. Each group's vote counts one-third towards determining the 43-man rosters that represent the two conferences in the Pro Bowl. Fan voting, presented by Sprint, was available on phones with Sprint or Nextel wireless service, NFL.com and in stadiums. Nearly 70 million fan votes were registered this year. The NFL is the only sports league that combines voting by fans, coaches and players to determine its all-star teams. It was the first professional sports league to offer online all-star voting in 1995.

This is the first year that State Farm will be the presenting sponsor of the Pro Bowl. State Farm and the NFL agreed to a three-year sponsorship agreement earlier this year, making the national insurer the first-ever presenting sponsor of the game.



COLLEGE SENIOR BOWL COMES TO NFL NETWORK

Salute the seniors!

NFL Network is the new home of the Senior Bowl, featuring week-long coverage up to and including the game.

Beginning on January 22, NFL Network will air more than 21 hours of Senior Bowl coverage over the course of the week including team practices and interviews with NFL head coaches and scouts. Then comes the live broadcast of the game called by Rich Eisen, Mike Mayock and Dick Vermeil.

Played in Mobile, Alabama on



Saturday, January 27, the Senior Bowl (3:00 PM ET) features 100 of the country's top senior collegiate football players and NFL Draft prospects on teams representing the North and South. The week-long practices and game are key tools used by NFL coaches and scouts to judge the best talent in the country.

In February, NFL Network features these top players participating in the annual NFL Scouting Combine at the RCA Dome in Indianapolis.

Viewers will see future NFL players participating in a variety of drills, including the all-important 40-yard-dash.

DEL RIO & NOLAN ARE WELL-SUITED FOR SIDELINES



Mike Nolan

Their mothers must have taught them to dress for success!

In Week 11 of the NFL season (November 19-20), head coaches Jack Del Rio of the Jacksonville Jaguars and Mike Nolan of the San Francisco 49ers sported blazers and ties – just like the old-time coaches used to wear – designed by Reebok.

Wearing a wool blazer with team-color lining and a silk tie that featured a repeating team-color stripe – both part of Reebok's Prestige Sport Collection – each coach led his team to victory.

Nolan came up with the idea of dressing up in 2005, when he was appointed coach of the 49ers. He said he would like to honor his father, former Niners head coach Dick Nolan (1968-75), by dressing in a coat and tie as did his father and other coaches of the time.

"I think it's a respectful thing to do in the league," said Nolan. "That goes pretty deep with me."

The NFL worked with Reebok to design the collection for its coaches. Dan Reeves was believed to be the last NFL head coach to wear a tie and jacket on the sideline before Del Rio and Nolan. Coaches have worn team-issued clothing since 1993.

The Reebok threads came packed with luck. Del Rio finished 2-0 in his sideline suit. Nolan went 1-1 in his finery. Both coaches wore their outfits for a second time on December 10.



Jack Del Rio



ON TO BEIJING: (l to r) NBC Universal Sports and Olympics Chairman Dick Ebersol, Miss Ren Jun of Beijing Sports Competition Management Center, and New England Patriots Chairman and CEO Robert Kraft announce the China Bowl.

NFL EXTENDS GLOBAL BOUNDARIES – EVEN TO CHINA



Football fans outside the United States have enjoyed attending more than 40 NFL games since 1986. Now, thanks to the league and the city of Beijing, that number is about to grow.

NFL club owners have agreed to play up to two regular-season games outside the U.S. in each of the next five years. In addition, the league's inaugural "China Bowl" game – featuring the New England Patriots and Seattle Seahawks on August 9, 2007 – will kick off the countdown to the opening of the XXIX Olympic Games in China.

Both decisions further demonstrate the league's commitment to reach the growing number of NFL fans and to compete in a global sports marketplace.

NFL Commissioner Roger Goodell has announced the five finalist cities to host the league's second regular-season game outside of the United States next season: Cologne, Germany; Frankfurt; London; Mexico City; and Toronto.

In 2005, the largest crowd for a regular-season game in NFL history – 103,467 – flocked to Azteca Stadium in Mexico City when the Arizona Car-

dinals hosted the San Francisco 49ers.

The Patriots-Seahawks game will be televised live in China in prime-time by China Central Television (CCTV), the country's largest national television network. NBC will carry the game live to fans in the United States. Beijing's Workers Stadium, with a capacity of 60,000, will host the historical matchup.

"We are proud of the Pacific Northwest's deep cultural and business ties to China," said Seahawks Chairman Paul Allen, whose club has previously played "American Bowl" preseason games in Vancouver, Canada, and Tokyo. "We look forward to developing relationships surrounding this game that will have a lasting impact."

The game in China marks the Patriots' third outside of the U.S., having played in Montreal and Mexico City during the 1990s. "My family has been doing business in China for nearly 20 years and we are proud that The Kraft Group is New England's number one exporter to China," says Patriots Chairman and CEO Robert Kraft. "It is a privilege and honor to be selected to participate in the NFL's inaugural China Bowl."

NFL EUROPA HAS A NEW LOOK FOR 15TH SEASON

The “new era” of NFL Europe is underway as the league has been re-named “NFL Europa” and given a new logo in advance of its 15th season.

“I am very happy that we can present a new era of professional football in Germany and Europe with our new name and logo,” says NFL Europa Managing Director Uwe Bergheim, who himself is new to the league.

“Just one letter has been changed, but going from ‘NFL Europe’ to ‘NFL Europa’ shows how important the German and Dutch markets are for the NFL,” continues Bergheim. “It expresses the roots we have established over the past 15 years and that we

plan to stay here for a long time.”

Bergheim was recently appointed by the league after more than 25 years as a leading international executive in advertising, sales and marketing.

“We are extremely pleased to welcome Uwe to the NFL,” said Mark Waller, senior vice president of NFL International. “He brings a wealth of international marketing and management experience to capitalize on in the business opportunities we face in Europe. He will ensure that our aggressive strategy for the market resonates and is relevant with local fans.”

The league announced that the NFL Europa championship game

– Yello Strom World Bowl XV – will be held in Frankfurt, Germany on Saturday, June 23.

“Frankfurt is the American football capital of Germany, so that makes it the perfect venue,” says Bergheim.

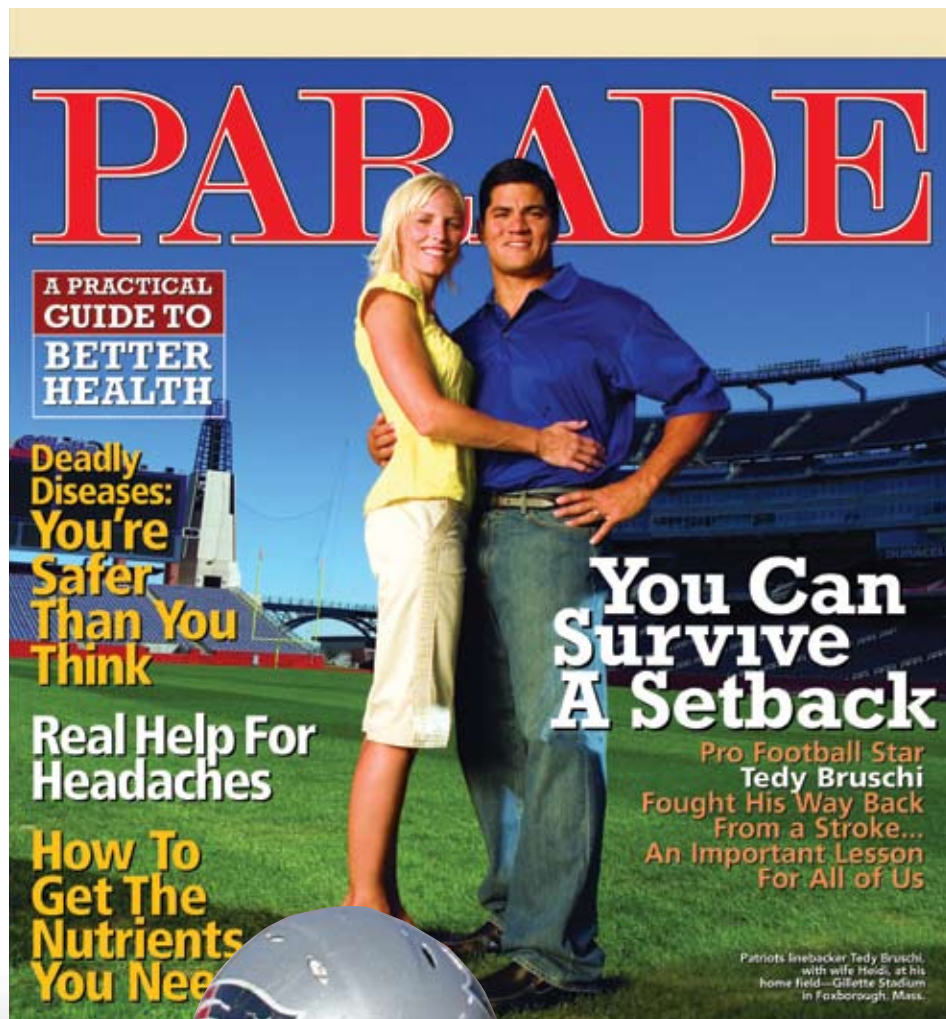
This will be the third World Bowl in Frankfurt, which hosted the championship game in 1998 and 2000.

“Frankfurt has been a terrific partner for the NFL for 15 years and it is great to have the World Bowl back in this wonderful and world-renowned city,” adds Waller. “We are confident that the World Bowl will illustrate, yet again, the broad support the NFL and NFL Europa enjoy in Frankfurt and beyond.”



TEDY BRUSCHI FEATURED ON COVER OF PARADE MAGAZINE

Tedy Bruschi, great on the field and an inspiration off it, was featured in a cover story in a recent issue of PARADE magazine in an article entitled "You Can Get Your Life Back." The story covered the New England Patriots' 11-year linebacker's recovery from a stroke two-and-a-half years ago. It recounted Bruschi's journey from not being able to walk and hold his children in February of 2005 to being named the NFL's 2005 Comeback Player of the Year. The cover photo featured Tedy and his wife Heidi at the Patriots' Gillette Stadium. The photograph illustrated the two forces that inspired Bruschi to fight to overcome the stroke: family and football. The article describes how Bruschi was motivated in his recovery by every physical improvement, no matter how small. His unfaltering determination and optimism were encouraged by the support he received from his family. On October 30, 2005, Bruschi returned to the field, making 10 tackles against Buffalo, inspiring his teammates, fans at Gillette Stadium, and a national television audience.



JETS HELP FUND WORLD TRADE CENTER MEMORIAL

The New York Jets recently extended a large helping hand to turn a vision into reality.

Guided by the leadership of team owner Woody Johnson, the Jets donated more than \$300,000 in radio air time before, during, and after game broadcasts to raise awareness for the World Trade Center Memorial Foundation. The foundation oversees, designs, and will operate a memorial, museum, and visitor information center (partial rendering, left) on eight of the World Trade Center's 16 acres.

"The World Trade Center Memorial will create a sacred place to reflect upon the terrible events of September 11, 2001, and provide a lasting tribute to all the innocent men, women, and children who lost their lives that day," says Johnson. "But the Memorial will also celebrate the heroic efforts of so many who jeopardized their own safety to help others."

Johnson has served on the World Trade Center Memorial Foundation's board of directors since 2004.

The radio ads, featuring Jets alumni Wayne Chrebet and Vinny Testaverde, reached millions of sports fans in the New York - New Jersey - Connecticut area. Chrebet and Testaverde donated their time for the cause.

"As a New Yorker," said Testaverde, "I will never forget the events of that tragic day and the heroic efforts of our police officers, firefighters and countless others who worked so hard to save the lives of innocent victims."

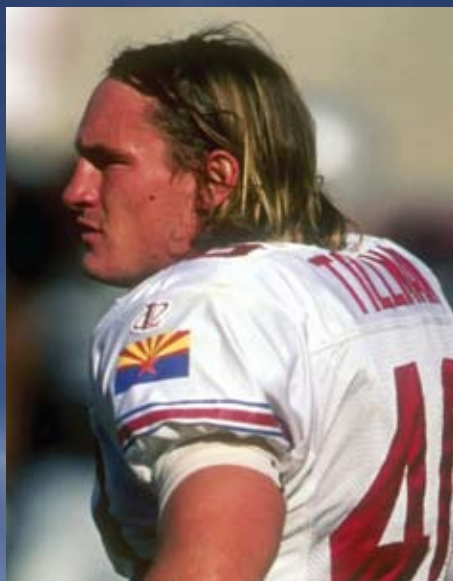
The foundation has raised more than \$131 million of the \$170 million needed for construction and planning of the memorial and museum, which will honor the thousands of people who died in both the World Trade Center attacks of February 26, 1993 and September 11, 2001. Funding has come from corporations, foundations, and individuals from all 50 states and 11 countries.

You can contribute to the World Trade Center Memorial through:
<http://www.buildthememorial.org>.



World Trade Center
Memorial Foundation

CARDINALS UNVEIL 8-FOOT PAT TILLMAN SCULPTURE



The Arizona Cardinals recently unveiled the Pat Tillman Memorial at the club's new University of Phoenix Stadium. The memorial includes an eight-foot-tall, large white-bronze sculpture (partially seen on right) of the former Cardinals safety and a 60-

foot circular reflection pond.

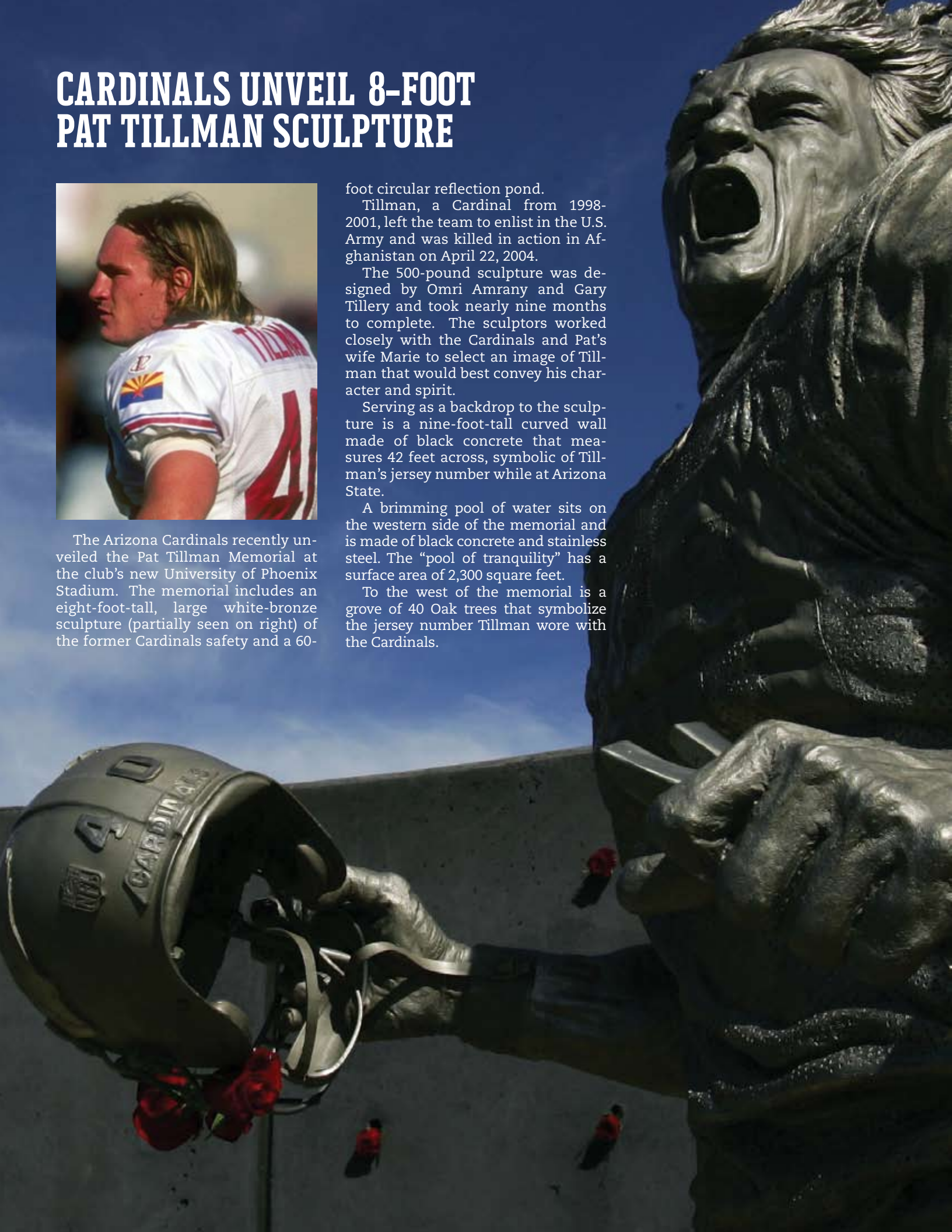
Tillman, a Cardinal from 1998-2001, left the team to enlist in the U.S. Army and was killed in action in Afghanistan on April 22, 2004.

The 500-pound sculpture was designed by Omri Amrany and Gary Tillery and took nearly nine months to complete. The sculptors worked closely with the Cardinals and Pat's wife Marie to select an image of Tillman that would best convey his character and spirit.

Serving as a backdrop to the sculpture is a nine-foot-tall curved wall made of black concrete that measures 42 feet across, symbolic of Tillman's jersey number while at Arizona State.

A brimming pool of water sits on the western side of the memorial and is made of black concrete and stainless steel. The "pool of tranquility" has a surface area of 2,300 square feet.

To the west of the memorial is a grove of 40 Oak trees that symbolize the jersey number Tillman wore with the Cardinals.





TITANS' ADAMS AWARDS \$280,000 IN SCHOLARSHIPS

Tennessee Titans owner K.S. (Bud) Adams, Jr. has rewarded youngsters in his community who have made a positive impact.

Adams (above, left; and below, back row with tie) recently awarded more than \$280,000 to 228 Tennessee high school students who participated in the Titans' "Join the Team" scholarship program.

One high school senior from every school in Tennessee -- who also was a member of their school's football team -- was eligible to receive up to

\$1,200 in scholarship money after completing 50 hours of community service with a charitable organization in their hometown.

"Community service has always been important to my wife Nancy and me, as well as to the Titans' organization" explained Adams.

"My goal with this program was two-fold. One, to introduce students to the important role of volunteerism in today's society, and secondly, to allow worthy non-profit organizations in our community to benefit from their service."

A selection committee comprised of the principal, guidance counselor and head football coach from all 300-plus high schools throughout Tennessee was asked to select one student to participate.

In addition to being a member of the football team, the student had to have plans to attend college. Academic strength, financial need, community involvement, and the ability to complete the required volunteer hours were also taken into consideration.



THE BARBERS DONATE \$1 MILLION TO ALMA MATER



The Barber twins found an extraordinary way to spend their NFL bye week this season.

Tiki (Giants) and Ronde (Buccaneers) Barber, both graduates of the University of Virginia, used their teams' off week in October to give the school a \$1 million gift.

The grant was split in half, with \$500,000 divided among the McIntire School of Commerce, where both received their degrees, and other divisions of the school. The second half

was in challenge form to encourage young Virginia alumni to participate in school fund-raising.

"We want to be an example to other alumni to join in this campaign," said Ronde. "The meaning of philanthropy is being able to make a difference to those who helped push you up," added Tiki.

The Barbers are the 10th set of twins to play in the NFL and faced each other on the field (above) in a regular-season game for the last time when the



Tiki (l) and Ronde Barber

Giants defeated the Buccaneers 17-3 on October 29. Tiki has announced his retirement from the NFL. The two will play against each other one final time in the Pro Bowl on February 10.

ST. SCHOLASTICA JOINS COLLEGES ADDING FOOTBALL

College football continues to enjoy historic levels of growth, as nearly 50 colleges and universities have instituted or re-instituted football programs over the past 10 years.

The latest school to join this list is the Duluth-based College of St. Scholastica, which, beginning in 2008, will field a varsity football team for the first time in its history.

"This is in the best strategic interest of our college," says Philip Role, chair of the school's board of trustees.



"We have researched this opportunity thoroughly and find that football is a good fit within our broader plans for enrollment management, and will be an enhancement of campus life."

A task force formed by the 94-year-old college examined the efficacy of starting football for a year before its affirmative recommendation. According to the school newspaper, *The Cable*, approximately two-thirds of St. Scholastica's 1,985 students favored adding football.

Following is a list of colleges that will initiate football programs in the future:

COLLEGE	START DATE/LEVEL
UNC-Pembroke	2007-NCAA, Div. II
Birmingham Southern	2007-NCAA, Div. III
Gallaudet	2007-NCAA, Div. III
Saint Vincent (PA)	2007-NCAA, Div. III
Faulkner	2007-NAIA
Marian (IN)	2007-NAIA
Campbell (NC)	2008-NCAA, Div. I-AA
Dordt	2008-NAIA
Kentucky Christian	2008-Independent
College of St. Scholastica	2008-NCAA, Div. III
Old Dominion	2009-NCAA, Div. I-AA
Lincoln (PA)	2009-NCAA, Div. II

WILSON CENTER TO HELP WITH CHILDREN'S HEALING

Completion is near for the new Mary and Ralph C. Wilson, Jr. Children's Services Center.

The 9,200-foot one-story building in Cheektowaga, New York will be the new home of the Life Transitions Center -- western New York's largest grief-counseling center -- and Essential Care for Children, the pediatric home-care program of Hospice Buffalo. The project is expected to be completed by May of 2007.

The \$2.2 million center was partially funded by a \$500,000 donation from Hospice foundation trustee Mary Wilson and Ralph Wilson, Jr.,

owner of the Buffalo Bills. Supportive counseling and bereavement services will be offered to children, adults, and families who are dealing with loss and/or terminal illness.

"The center will provide hope, care, and dignity to patients and their family members," said Mary Wilson.

Founded in 1978, Hospice Buffalo was one of the first hospice programs created in the United States. The hospice's goal is to care rather than to cure, and in doing so make it their responsibility to keep patients, either in homes, hospitals, nursing homes or adult facilities, as comfortable as possible.



Ralph Wilson, Jr.

RAMS EDUCATE STUDENTS ON VALUE OF DIVERSITY

The St. Louis Rams have a long tradition of embracing diversity.

In 1946, a year before Jackie Robinson broke baseball's color barrier, the Rams made history by signing Kenny Washington and Woody Strode, the first African-American players in the modern NFL.

In 2000, the Rams helped launch the Diversity Awareness Partnership (DAP) and have worked over the years to unite more than 100 organizations in an effort to reduce bias and discrimination and to promote the value of inclusion and tolerance among the citizens of St. Louis.

As the 2006 season kicked off, DAP, along with Edward Jones, one of the industry leaders in financial services, launched the fifth year of the Give Respect - Get Respect Youth Program, an interactive yearlong anti-bias effort connecting 48 middle school and high school students and their teachers from 24 public and private schools throughout the region. The program aims to address diversity in today's schools and encourage acceptance and respect.

"I feel more confident in confronting prejudice among my students because I have had the opportunity to

fully experience other's stories and the approach taken by the Give Respect-Get Respect Youth Program," says a teacher who partook in the effort.

Students and educators who participate in Give Respect - Get Respect also team up with 48 Edward Jones associates, creating a link between the schools and the workplace. Among other aspects of the pro-

gram, participants attend bimonthly training sessions that provide students with the tools and knowledge to become peer leaders within their schools and create a network linking the schools.

"The DAP, which has tackled issues such as race, religion and disability, looks forward to bringing more issues to the public forefront," says Rams Executive Vice President/General Counsel Bob Wallace.

Last year, the Rams were recognized by the Anti-Defamation League's World of Difference Institute with the Workplace Diversity Award for their leadership in diversity at all levels and their philanthropic accomplishments across the St. Louis community.



Rams' Give Respect-Get Respect Class of 2006

JAGUARS FOUNDATION WINS PHILANTHROPY AWARD

Delores Barr Weaver, Chair/CEO of the Jacksonville Jaguars Foundation, was recently presented with the 2006 Steve Patterson Sports Philanthropy Award by the Robert Wood Johnson Foundation and the Sports Philanthropy Project.

The annual award honors a sports team or athlete foundation whose work is devoted to improving the lives of others. The Jaguars Foundation was recognized for developing innovative community programs as well as for its leadership in assisting other professional sports teams in developing their own philanthropic initiatives.

"Receiving an award of this caliber is an important affirmation and incentive for us to continue our work to improve the lives of those most in need in our community here in Jacksonville," said Weaver, shown receiving the award at a recent Jaguars game.

The Jaguars Foundation's programs include "Honor Rows," a ticket incentive program for low-income youth; "Official Playbooks," which encourages reading and the use of public libraries; and "Straight Talk," a partnership with local television media that produces and airs an annual prime-time forum on the prevention of teen pregnancy, HIV/AIDS, and other sexually transmitted diseases.



COWBOYS DONATE \$100,000 FOR HURRICANE RELIEF



Charlotte Anderson presents \$100,000 check to Gary Godsey of United Way.

In conjunction with the NFL Disaster Relief Fund, the Dallas Cowboys, represented by Executive Vice President Charlotte Anderson, recently presented United Way of Metropolitan Dallas with a \$100,000 check to support Hurricane Katrina and Rita relief efforts.

The funding will support United Way's "Back On Our Feet" project, which will cooperate with other local organizations to help at least 25 families successfully restart businesses in Texas that were lost when they were forced to

relocate because of the storms. The program will offer workshops that help these former Louisiana-based entrepreneurs understand the business environment in Texas.





ASK THE COMMISSIONER



Questions for NFL Commissioner Roger Goodell:

Q: Why has the NFL decided to play a limited number of regular-season games abroad beginning next season?

Commissioner Goodell: We are responding to the interest in our sport around the globe. The NFL has been staging international preseason games since the 1980s and those games have been remarkably successful. A year ago, we played our first regular-season game in Mexico City, which was a tremendous success. In fact, in Mexico City we had the largest regular-season attendance for a single game in the history of the league.

This year, the ownership approved a limited series of regular-season games to be played in our priority markets – Mexico, Canada, England, and Germany. We are in the final stages of taking bids from interested cities and expect to announce who will be playing and where prior to Super Bowl XLI.

There are a number of teams that have an interest in playing. They see the benefits of global exposure. We are talking to all 32 of our clubs about their interest.

Q: Do you foresee technology playing a bigger role on the football field in the future?

Commissioner Goodell: We are always focused on making sure that our game has as much action as possible. One of the elements of that is taking advantage of today's technology to enhance the competition on the field.

We could potentially use technology to ensure that our players can communicate with each other in an opposing stadium and play at the highest possible level despite the noise. That's what our game is about – our athletes and coaches competing at the highest possible level and being able to execute their game plans.

We extended our agreement with Motorola earlier this year. It allows us to use some of the technology they have developed for the Defense Department to facilitate communication between soldiers in the field. We are working with Motorola to determine whether some of this technology could enhance our game.

There are very simple ways we've successfully used technology in the past. Instant replay is a prime example. Many of the other sports are using it now. It's a part of the game and I think we need to continue to make those types of improvements.

Q: What type of growth do you envision for the NFL Network in the future?

Commissioner Goodell: We are thrilled with the NFL Network to date. It's been a great way for us to deliver more football to our fans. We think it is high quality. The production has been outstanding. We're proud of what has been accomplished so far.

Looking down the line, we see greater distribution. We think it provides an opportunity for fans to experience more football. It gives them an inside look at what NFL football is all about.

The thing that is really exciting to me about it is giving fans football 365 days a year. We know our fans are

incredibly passionate during the off-season about the NFL Combine, the Draft, minicamps, what players do to train and get prepared for a season, what the coaches and teams are doing. The amount of interest we're getting from fans in those aspects of the game is extraordinary and it supports the broadcasting and viewership of the game. Our fans want more football. We find that out every day.

Q: Are you satisfied with the NFL's current testing program and policies for performance-enhancing substances?

Commissioner Goodell: It's a constant challenge. Technology and science changes rapidly in these areas. I would never say that I think we have this issue beaten. It is something that we continually focus on with the NFL Players Association and our medical advisors. We have to understand what is happening in science and technology and make sure that we can stay ahead of these issues. We have a comprehensive program that involves aggressive testing, but also education and, when necessary, discipline.

Our policy is well designed, comprehensive, and, perhaps most importantly, adaptable. We currently conduct more than 10,000 tests of our players a year, but we are in discussions with the union and our medical advisors to see what improvements we can make as we move forward. The NFL has always had an effective drug program, but we constantly strive to make it more effective.

Questions for Commissioner Goodell may be sent to caseyv@nfl.com.

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