

NEWS



NATIONAL FOOTBALL LEAGUE
280 Park Avenue, New York, NY 10017
(212) 450-2000 * FAX (212) 681-7573
WWW.NFLMedia.com

Joe Browne, Executive Vice President-Communications
Greg Aiello, Vice President-Public Relations

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NFL AND NFL PLAYERS ASSOCIATION JOIN
NATIONAL INSTITUTE ON DRUG ABUSE
TO PRODUCE ANTI-STEROID
TELEVISION MESSAGE

**Spots to Begin Airing Nationally This Weekend
During NFL Games**

The NFL and NFL Players Association, in partnership with the National Institute on Drug Abuse (NIDA), will begin airing during this weekend's NFL games a series of television spots to raise awareness of the dangers of steroid use among young people, it was announced today.

The spots will air throughout the season during NFL games and on other daytime and primetime programming of the NFL's television partners (ABC, CBS, FOX and ESPN) and on NFL Network. They were developed in conjunction with NIDA, which supports most of the world's research on the health aspects of drug abuse and addiction.

The spots were originally slated to run on NFL Kickoff Weekend (September 11-12) but were postponed due to the NFL's Hurricane Katrina fund-raising efforts. NFL Films taped the spots August 30 with students, ages 12-18, at Cinnaminson High School in Cinnaminson, New Jersey.

The spots open in a hallway filled with students who disappear as the copy boldly warns viewers about the dangers of steroids and the need to learn more about the serious adverse health effects of steroid use.

The copy reads as follows:

Your future.

It's up to you

And what you do.

Don't get caught in the dark.

Steroids are dangerous.

The spots close by encouraging viewers to log on to NIDA's website section on steroids, www.steroidabuse.gov, to learn more about the negative effects of steroids.

About NIDA

NIDA is part of the National Institutes of Health, a component of the U.S. Department of Health and Human Services. Founded in 1974 and integrated into the National Institutes of Health in 1992, NIDA's mission is to lead the nation in bringing the power of science to bear on drug abuse and addiction.

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