



NATIONAL FOOTBALL LEAGUE
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NFL HISTORY – “FÚTBOL AMERICANO” STYLE – TO BE MADE THIS SUNDAY IN MEXICO CITY

**- Arizona Cardinals and San Francisco 49ers to play
NFL's first international regular-season game -**

For the first time in the 86-year history of the National Football League, a regular-season game will be played outside the United States when the Arizona Cardinals face the San Francisco 49ers this Sunday night in Mexico City's Estadio Azteca.

The game, which coincides with the nation's annual celebration of Hispanic Heritage Month, will be televised nationally in the United States by ESPN and ESPN Deportes, and by Televisa in Mexico. Westwood One Radio will broadcast the game in English and Spanish. Kickoff is at 8:30 PM ET and a sold-out crowd of 85,000 is expected.



To mark this historic event, all NFL players will wear a “*Fútbol Americano*” decal on their helmets this weekend. Additional initiatives supporting the game and Hispanic Heritage Month will be evident this weekend:



- The game will be televised in 218 countries by 18 broadcasters.
- An NFL insert for 1 million readers of Spanish-language newspapers in Houston, Chicago, New York, Miami, Los Angeles, San Francisco and Phoenix was distributed earlier this season.
- Themed merchandise for the game has been developed with NFL licensees: Wilson, Reebok, Riddell, Wincraft and VF.
- The first-ever Spanish-language NFL public service announcement with English subtitles will air this weekend during all games and at all NFL stadiums. It features NFL Hall of Famer **ANTHONY MUÑOZ** and Kansas City Chiefs tight end **TONY GONZALEZ** speaking Spanish to young NFL fans, encouraging them to play football.
- Special “Fútbol Americano” banners will be in place in all stadiums this weekend and as well as in Estadio Azteca in Mexico.

- NFL Network will carry themed programming throughout the week leading to the game. It will include Hispanic players on team cams and special interviews and stories on "NFL Total Access." The network's Adam Schefter will be on location in Mexico City and the game will be featured on the weekly NFL Network series "Six Days to Sunday."
- Several teams hosting games during Hispanic Heritage Month are presenting Hispanic fan promotions. They include Arizona, Baltimore, Denver, Dallas, Houston, Miami, Minnesota, Oakland, San Diego and San Francisco.
- NFL sponsors Burger King, Modelo Light, Mitsubishi, Motorola, Panasonic, Reebok, Scotiabank and Visa have developed marketing programs for Sunday night's game in Mexico City.