

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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**HALL OF FAMER ANTHONY MUÑOZ & CHIEFS TE TONY GONZALEZ
FEATURED IN NFL'S FIRST-EVER SPANISH YOUTH FOOTBALL
PUBLIC SERVICE ANNOUNCEMENTS**

**PSA DEBUTS DURING THIS WEEK'S GAMES ON ABC & ESPN;
CONTINUES IN WEEK 4 ON ALL SUNDAY GAMES**

FIRST-EVER SPANISH-LANGUAGE NFL SPOT WITH ENGLISH SUBTITLES

Kansas City Chiefs tight end Tony Gonzalez and Pro Football Hall of Famer Anthony Muñoz speak Spanish to young NFL fans encouraging them to play football in a new public service announcement which will debut this weekend on ESPN's Sunday night and ABC's Monday night game telecasts.

The commercials also will air in all Sunday games next week -- highlighted by the historic Arizona Cardinals-San Francisco 49ers Sunday night contest in Mexico City -- as well as on ESPN Deportes and on video screens at all NFL stadiums. The Cardinals-49ers game is the first NFL regular season contest played outside the United States.

In a first for an NFL commercial, Spanish is spoken and viewers will see English subtitles.

The PSA features Gonzalez walking with a young boy dressed in an NFL Flag Football uniform. Gonzalez tosses him a football, the boy tucks it under his arm and starts running. Another boy in a flag football uniform begins chasing him through the neighborhood. The excitement builds as more boys and girls join the chase, which ends in a field where a full flag football game is being played. Muñoz appears in another version of the PSA.

The PSA voiceover says: "The passion for American Football starts with the kids. The NFL Youth Football Program provides them with the opportunity to learn while they play. A sport that reaches out to everyone...The passion begins with you."

Gonzalez led the NFL in receptions last year with 102 and played in his sixth Pro Bowl. Muñoz, an 11-time Pro Bowl selection, is the first player of Mexican ancestry elected to the Pro Football Hall of Fame (1998).

The NFL Creative Group collaborated with Cienfuegos Films on film production. The spot was developed and written by :30 Segundos, a New York-based advertising agency, and was edited at Just Add Water in New York. Filming was at the Carmine Recreation Center and the surrounding neighborhood in New York City, and featured two youth teams from the area.

Log on to www.nflyouthfootball.com for information on NFL youth football programs in Spanish.

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