

NEWS



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NFL AND SPONSORS TO PROVIDE FANS WITH INTERACTIVE TRAINING CAMP EXPERIENCE

All 32 Clubs to Participate In "Gatorade Day at Training Camp" Fan Experience, Offering Youth Programs, Player-Fan Interaction, Safety Education and Live Musical Entertainment

Canon and Samsung Provide Fans With Inside Look at Training Camps Through Video and Photo Diaries By NFL Players on NFL Network and NFL.com

The NFL is teaming up with sponsors Gatorade, Canon and Samsung to provide fans with a unique training camp experience that includes an interactive day of football and entertainment at each club's camp and video and photo player diaries on NFL Network and NFL.com. The theme "One Game. Get Ready," part of the NFL's season-long theme "One Game. One Dream," will be tied throughout all training camp activities as the NFL offers fans a look at how teams prepare for the 2006 season.

The NFL and Gatorade will present fans with an interactive football experience with their favorite clubs during "Gatorade Day at Training Camp" from late-July through mid-August. Beginning with the San Francisco 49ers and Kansas City Chiefs on Saturday, July 29, each of the 32 teams will host "Gatorade Day at Training Camp," a fan-friendly day of events aimed at offering fans an up close and personal look at players and coaches as their journey through the 2006 season begins. The final "Gatorade Day" will take place on Sunday, August 13, when the Baltimore Ravens and New York Giants host their events.

All 32 NFL clubs will have a variety of activities scheduled for fans to watch or participate in on "Gatorade Day." Among the events that will be offered are junior training camp and youth football clinics, autograph sessions, performances by NFL cheerleaders, and live musical entertainment. Some of the teams will play inter-squad scrimmages for the fans on "Gatorade Day," and several clubs will offer fireworks shows.

In addition, Gatorade will launch its "Two-A-Day Safety Donation Day" initiative during each teams' "Gatorade Day" events to raise funds and awareness for its nationwide campaign aimed at educating parents and football coaches about the importance of hydration in order to keep athletes on the field during the annual summer sessions.

The NFL is supporting the effort with an advertising campaign around "Gatorade Day at Training Camp." In addition to online and television advertising on NFL.com and NFL Network, the league will include advertising on CBS Radio Sports/Westwood One and print ads in ESPN Magazine, Sports Illustrated and USA Today. Along with Gatorade, NFL partner Sirius Radio will take part in "Gatorade Day" activities. For more information on "Gatorade Day at Training Camp," visit <http://www.nfl.com/trainingcamp>.

In addition to Gatorade, Canon and Samsung are working with the NFL to provide fans with an inside look at training camp. Through the "Canon Photobook" and "Samsung Media Player" promotions, select NFL players will be given Canon cameras and Samsung camcorders to photograph and record training camp moments with their teammates and coaches. The Canon photographs and the Samsung videos will be used to create training camp diaries for the players that will be posted on the NFL Training Camps page of NFL.com, NFL Network's website and the participating teams' sites. Participating players include Seattle Seahawks quarterback Matt Hasselbeck, Cincinnati Bengals wide receiver TJ Houshmandzadeh, Minnesota Vikings quarterback Brad Johnson and New York Giants defensive end Michael Strahan.