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## NFL COMMUNITY IMPACT PROGRAMS – SUPER BOWL XLIV

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### NFL YOUTH EDUCATION TOWNS – February 4, 2010

The NFL Youth Education Towns (NFL YETs) are **educational and recreation centers** constructed in Super Bowl host cities as **lasting legacies of the games**. There are two YETs located in the South Florida area with targeted programming: NFL YET at Gwen Cherry Park, a Miami-Dade Parks and Recreation facility, targets academics and sports; and NFL YET at Lester H. White/Boys and Girls Club, in Fort Lauderdale, targets leadership, education and the arts. In order to positively impact the lives of youths living in often-troubled neighborhoods in Super Bowl cities, the NFL donates \$1 million toward each NFL YET project. We support the programming initiatives of the NFL YETs the entire year.

- Each NFL YET is awarded a \$500,000 donation, matched by local community partners and presented by Commissioner Roger Goodell, Steve Young, current players, and/or local dignitaries. These funds help to provide continued programming at both centers. The Centers include a library, two computer rooms, and an arts and crafts room for education activities, game room, multi-purpose area and gymnasium.

### NFL PRO BOWL PLAY 60 “COMMUNITY BLITZ” – January 28, 2010

The NFL, American Heart Association, The Miami Dolphins, and the South Florida Super Bowl Host Committee will join forces to **raise awareness about the importance of health and wellness for school-aged children**. Local partners include the tri-County School Board and Districts (Miami-Dade; Broward and Palm Beach County). A total of three fitness activities are planned for January 28, 2010, hosted in the tri-County area and will feature an educational component and showcase NFL Pro Bowl players.

- NFL Play 60 “Community Blitz” will benefit three educational locations:
  - The NFL YET at Gwen Cherry Park (Miami-Dade County), will host a Football Festival for the local community children.
  - The Rise Academy (Broward County), will receive a customized KABOOM playground, built on that day.
  - Boca Raton Community Middle School (Palm Beach County), will host a build for a playground designed to benefit children with disabilities.

### NFL PLAY 60 CHALLENGE

The NFL PLAY 60 Super Bowl Challenge encourages **youth to be active and challenges teachers and students across South Florida to get 60 minutes of exercise a day for 4 weeks**, giving them a chance to win some great Pro Bowl and Super Bowl prizes.

- Three South Florida classrooms will receive a \$2,500 grant from NFL Charities. The grant will be used to purchase new athletic equipment or allocated toward in-school health and fitness programming.

### ONE WORLD SOUTH FLORIDA SUPER BOWL EDITION

Lessons/activities designed to **engage young people nationwide in learning how to respect one another**, to value diversity, and to take positive actions to build stronger, more inclusive communities. One World South Florida will bring new perspectives to students, building their understanding of diversity as it relates to the South Florida area’s multicultural population and offers exciting opportunities for students to broaden their vision of the world in which they live.

- One World Huddle event will bring pen pals together to participate in workshops designed to unify and teach cultural lessons to students from diverse backgrounds.

## NFL COMMUNITY IMPACT PROGRAMS

### **REBUILDING TOGETHER – NFL Sanctioned Event – February 4, 2010**

Rebuilding Together Miami-Dade chapter is a 501(c)(3) non-profit foundation that **preserves homeownership and revitalizes neighborhoods by providing free of charge rehabilitation services to the elderly, veterans, disabled and low income homeowners.** Through the support of corporate sponsors, local businesses and the hands-on work of volunteers, the organization donates approximately \$250,000 in market value each year by focusing on home modifications, energy efficiency and safety concerns. The organization is part of a network of more than 204 affiliates and is the nation's leading nonprofit working to preserve affordable homeownership and revitalize communities.

- Rebuilding Together will lead 200-300 volunteers in the rehabilitation of five homes in the Coconut Grove community entitled “*Kickoff to Rebuild.*” Furthermore, they will host a celebration for participants and community members on the day of the build kick-off, with a live broadcast by The Steve Harvey Morning Show.

### **HABITAT FOR HUMANITY – NFL Sanctioned Event – February 2010**

Habitat for Humanity, founded in 1976 by Millard Fuller and his wife Linda, is a non-profit, ecumenical [Christian housing ministry](#) that **seeks to eliminate poverty housing and homelessness** from the world and to make decent shelter a matter of conscience and action. To accomplish these goals, they invite the entire South Florida community to **build houses together in partnership with families in need.** There are three South Florida Affiliates scheduled to feature rebuilding projects around Super Bowl: Habitat for Humanity of Greater Miami; Habitat for Humanity of Broward; and Habitat for Humanity of South Palm Beach County. Habitat has built over 300,000 houses around the world, providing more than 1.5 million people in 3,000 communities with safe, decent, affordable shelter.

- Habitat for Humanity of Greater Miami will host a two-week “*Blitz Build*” in South Dade. Over 2,000 volunteers will complete 10 homes in an accelerated construction event to include roofing, painting, tree planting and landscaping. Kick off: **February 1, 2010**
- Habitat for Humanity of Broward will host 20-50 volunteers for the build of a home in Rock Island Village entitled “*Helmets for Homes.*” **Kick off: February 5, 2010**
- Habitat for Humanity of South Palm Beach County will host a one-home build for two groups of volunteers in the Boynton Beach entitled “*The Heart of Boynton.*” Younger volunteers will also be welcomed to participate as part of the “*A Brush for Kindness*” program. **Kick off: February 3, 2010**

### **NFL ENVIRONMENTAL PROGRAM**

Jack Groh, Program Director/Susan Groh, Project Manager

The NFL Super Bowl XLIV Environmental Program is a series of **local initiatives designed to address environmental impacts** associated with the production of Super Bowl XLIV. We seek to incorporate environmental principles into the management of our events where those principles are consistent with sound business practices. These projects are designed, wherever possible, to leave a tangible benefit to the local host community. All projects are developed in partnership with the local South Florida Super Bowl Host Committee and with a number of national, regional and local organizations using local resources. Projects include **Solid Waste Management/Recycling; Prepared Food Recovery; Materials Donation; Sports Equipment/Book Donation Project** and a **Climate Change Initiative** – see [www.SouthFloridaSuperBowl.com](http://www.SouthFloridaSuperBowl.com) for descriptions of each project.

- At the conclusion of the program, the Super Bowl Trail of Trees will have partnered with Miami-Dade County and Broward County Parks and Recreation, as well as the Department of Forestry, to plant new trees at 20 sites—including public parks and schools—around the South Florida community. Each event includes an environmentally-sensitive educational component and an interactive session.

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### **SUPER KIDS-SUPER SHARING – January 28, 2010**

Super Kids-Super Sharing is an initiative that **places books and sports equipment into the hands of children in need**. Local participating schools will ask their students to donate lightly used books and sports equipment they are no longer using to share with low income schools in participating districts, e.g., NFL YETs; local Parks and Recreation Departments and other programs benefiting children. School collections begin following the Christmas break and will be collectively donated on January 28, 2010. The NFL Environmental Program will provide posters, flyer templates, instructions and other materials to make this program easy to implement at all schools.

- Over 80 South Florida schools will collect thousands of lightly used items to donate to the local NFL YETs, as well as underserved community parks and recreation centers. The collection event will engage over 300 volunteers in the sorting and distribution process.

### **SOUTH FLORIDA SUPER BOWL HOST COMMITTEE 2010**

Mike Zimmer, President/Catherine A. Minnis, Director, Community Outreach

### **NFL YET KIDS FISHING CLASSIC – Sanctioned Event – January 30, 2010**

On January 30, 2010 (Saturday before Pro Bowl), the South Florida Super Bowl Host Committee, together with the NFL Environmental Program, will host a Kids Fishing Classic designed to uniquely showcase South Florida by **engaging and educating over 150 NFL YET children about fishing and environmental awareness**. This event will take place at the Miami-Dade Parks and Recreation Haulover Marina and include a day of fishing, environmental awareness, and luncheon featuring NFL players, interactive educational stations, games and prizes.

- Participating children of the NFL YETs will receive casting instructions, learn in environmental awareness educational stations, and partake in an urban forestry demonstration project. Furthermore, they will share in NFL Game Day activities and receive autographs from NFL players and cheerleaders.

### **SUPER LEARNING IN A SUPER CITY – Sanctioned Partner – December 2009 – February 2010**

Super Learning in a Super City is a **youth educational outreach program** that has been operating since Super Bowl XXXV in Tampa. This program is known for its impact in reaching teachers and schools, and is a turn-key operation.

- Super Learning provides an opportunity for all students, regardless of socio-economic background or geographic location, to be a part of Super Bowl XLIV. Every lesson integrates the skills and concepts that are detailed in the state standard guides, and lessons are also aligned with national standards in the core subject areas. At its conclusion, the program will recognize a “*Super Learning Model School*”, as well as a “*Super Learning Teacher of the Year*.” The culminating event will take place at the University of Miami and will feature a national Anti Violence forum for South Florida students and teachers (Scheduled for February 2, 2010).