



FOR IMMEDIATE RELEASE
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NFL TO CELEBRATE SCHOOLS AND COMMUNITIES WITH SUPER BOWL HIGH SCHOOL HONOR ROLL

**VISITS TO BE FEATURED WEEKLY ON
CBS THIS MORNING AND OTHER NETWORK PLATFORMS DURING
CBS' SUPER BOWL SEASON**

**PLATFORM LAUNCHING AT 2015 NFL KICKOFF WITH EVENTS IN
SAN FRANCISCO BAY AREA AND BOSTON**

As part of the nationwide kickoff to the Super Bowl 50 celebration, the NFL launched today the **Super Bowl High School Honor Roll** initiative recognizing schools and communities that contributed to Super Bowl history and positively impacted the game of football.

High schools across the nation, and around the world, will receive a commemorative Wilson Golden Football for every player or head coach who graduated from their school and was on an active Super Bowl roster. Nearly 3,000 players and head coaches, and more than 2,000 high schools, will be recognized. Players and coaches will also have the opportunity to personally deliver golden footballs.

The NFL Foundation will provide the schools with a new character education curriculum and the opportunity to apply for grants of up to \$5,000 to help support and grow their football programs. The NFL Foundation has invested \$1 million towards the campaign.

Seventeen Super Bowl High School Honor Roll visits will be featured on *CBS This Morning* every Thursday throughout the season with the first premiering Thursday, Sept. 10. The first segment showcases the making of the Golden Footballs in Wilson's factory in Ada, Ohio and the delivery of the first football by Pro Football Hall of Famer **LYNN SWANN** to the Hall of Fame's Super Bowl High School Honor Roll exhibit. Nearly 2,000 students from Canton, Ohio participated in the delivery.

CBS, which will televise Super Bowl 50, also will feature visits during coverage of *Thursday Night Football*, and on the Network's Sunday pregame show, THE NFL TODAY. Additionally other various assets across the CBS Corporation will feature Super Bowl High School Honor Roll visits

A sampling of current and former players and coaches CBS segments will feature include: **MARCUS ALLEN, BILL COWHER, TERRELL DAVIS, BOOMER ESIASON, LARRY FITZGERALD, ELI MANNING, PEYTON MANNING**, and **ROBERT MATHIS**, among others.

The platform launched during the "2015 NFL Kickoff Presented by Hyundai" celebrations with the first 50 Wilson Golden Footballs delivered in the San Francisco Bay Area, home of Super Bowl 50. In both the Bay Area and Boston, a former player will return to their school for special in-person deliveries.

Former Oakland Raiders quarterback, two-time Super Bowl Champion and Super Bowl XV MVP **JIM PLUNKETT** will return to James Lick High School in San Jose, Calif. Two-time Super Bowl Champion and former New York Giants tight end **MARK BAVARO** will visit Danvers High School in Danvers, Mass.

For players and coaches unable to visit their high schools, FedEx, a supporter of the program, will deliver the Wilson Golden Footballs in specialty packaging with a stand and letter. Wilson Golden Footballs feature the school's name and location, honoree's name and the Super Bowl(s) the honoree appeared in. Players and coaches honored are from both teams that competed in the Super Bowl.

The program will become a Super Bowl tradition starting this season. The initiative is part of the NFL's *On The Fifty* campaign commemorating Super Bowl 50, which will be played on Sunday, February 7, 2016 at Levi's Stadium in the San Francisco Bay Area. Wilson has provided the Official Football of the NFL since 1941 and has been on the field for every Super Bowl.

For more information about the Super Bowl High School Honor Roll and all the ways the NFL is celebrating Super Bowl 50, visit **SuperBowl.com**, follow @SuperBowl on Twitter or hashtags #SB50 and #SBHonorRoll.

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SUPER BOWL HIGH SCHOOL HONOR ROLL **BY THE NUMBERS**



- NFL Foundation has donated **\$1 million** in support of the initiative. Honored schools will receive a new character education curriculum and have the opportunity to apply for high school football grants of up to **\$5,000**.

- Nearly **3,000** players and head coaches honored.
- More than **2,000** high schools recognized.
- California will receive **432** golden footballs, marking the highest number of golden footballs a state will receive. Top five states include: California (432); Texas (326); Florida (218); Ohio (155); and Pennsylvania (148).
- The state with the most schools receiving golden footballs is California with **296**. Top five states include: California (296); Texas (223); Florida (141); Pennsylvania (124); and Ohio (119).
- The New England Patriots have the most players and coaches (current and former) being honored with **256**. Top five teams include: New England Patriots (256); Pittsburgh Steelers (215); Denver Broncos (210); San Francisco 49ers (197); and New York Giants (190).
- Out of all of the players and coaches being honored, **129** are **Pro Football Hall of Famers**.
- The New England Patriots have **44** current players who will be honored in the program – the most of any team. The top three teams with current players being honored: New England Patriots (44); Seattle Seahawks (43); and Denver Broncos (23).
- **16** current head coaches will be honored for either playing or coaching in a Super Bowl – Baltimore Ravens, Carolina Panthers, Chicago Bears, Dallas Cowboys, Denver Broncos, Green Bay Packers, Kansas City Chiefs, New England Patriots, New Orleans Saints, New York Giants, New York Jets, Pittsburgh Steelers, Seattle Seahawks, St. Louis Rams, Tampa Bay Buccaneers and Tennessee Titans.
- Memorial High School in Port Arthur, Texas will receive **eight** golden footballs, marking the most a high school will receive. Five schools will receive six footballs, 14 schools will receive five and 16 schools will receive four.
- American Samoa, Austria, Australia, Canada, Cyprus, Germany, Mexico, Norway and the United States are the **eight countries** and **one U.S. territory** represented in the program. Aside from the United States, Canada will receive the most footballs with 15.
- **Forty-eight out of the 50 states** will receive a golden football. Maine will receive **one**, marking the fewest number of footballs a state will receive. New Hampshire and Vermont are the only two states to still yet produce a player or head coach of a Super Bowl team.

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