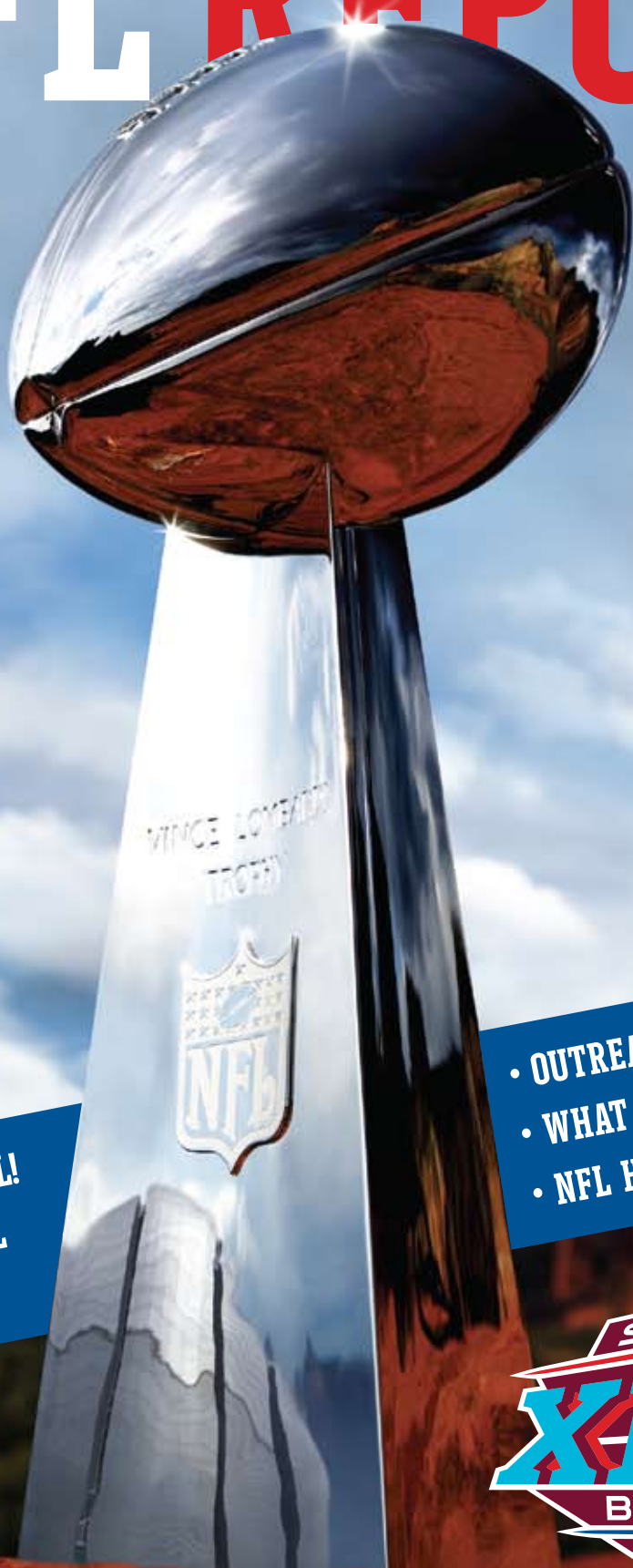




NFL REPORT



- IT'S AN ARIZONA SUPER BOWL!
- NFL NETWORK COVERS IT ALL
- PLAYERS PITCH SUPER ADS

- OUTREACH BIG AT SB XLII
- WHAT A SEASON!
- NFL HELPS RETIREES



WHO WANTS IT MORE?

NFL HONORED FOR ITS GRASSROOTS FIELDS PROGRAM

The Local Initiatives Support Corporation (LISC) recently honored the National Football League for the \$20 million it has granted over the past decade to revitalize more than 150 playing fields in underserved neighborhoods nationwide.

The salute, involving youth football players, community residents and neighborhood organizations, took place at the Harlem (NY) River Park ball fields. The park has a new synthetic turf field provided by the NFL Grassroots Program, a partnership between the NFL Youth Football Fund and LISC, the nation's leading community development support organization.

The \$20 million in grants from the NFL in the past decade have leveraged an additional \$58 million in funding from other private and public sources to rehabilitate old fields or build new ones.

The Grassroots Program has provided financial and technical assistance to a variety of nonprofit neighborhood-based organizations and middle and high schools in approximately 40 cities across the country. Through this partnership, LISC ensures that the capital improvements to renovate older fields and establish new ones have a stream of maintenance funds



and the community support needed to sustain long-term use. In 2007, the Youth Football Fund increased its annual contribution to the Grassroots Program to \$5 million.

"Fields are an integral part of creating viable and healthy communities," said NFL Commissioner Roger Goodell, who is a member of LISC's national

board of directors and partook in the ceremonies (shown here) along with former NFL players John Dockery, Pat McNally and Mark Murphy. "The development and refurbishment of these football fields gives youngsters across the country a safe place to play the game, and brings families and neighborhoods together."

HIGH SCHOOL FOOTBALL MORE POPULAR THAN EVER

Football is king!

For the ninth year in a row, 11-man football amassed more than 1,000,000 participants to maintain the top spot as America's most popular high school sports program, according to the most recent statistics released by the National Federation of State High School Associations. The number of participants in the 2006-07 season jumped from last year's total, with 1,104,548 boys playing 11-man football – an increase of more than 32,000.

By adding in 6-man, 8-man and 9-man football, the sport's total participation among high school boys is 1,130,411. Boys' basketball came in a distant second with 556,269 participants.

"The thing I learned from high school football was the focus it takes to

be successful," says New York Giants wide receiver Amani Toomer (below), who attended De La Salle High School in Concord, California.



"Everybody was really focused about playing every week. It was just a good feeling that you knew the guy next to you was going to try his hardest to be the best and you could trust him."

The top five high school participatory sports:

1. Football (11-man)	1,104,548
2. Basketball	556,269
3. Track and Field (outdoor)	544,180
4. Baseball	477,430
5. Soccer	377,999

Boys aren't the only ones having all the football fun, though. Increasingly, girls are also getting in on the action, with 11 high schools adding 11-player teams from the previous year. The 2006-07 season featured 268 girls football teams across the nation.