

## NFL CELEBRATES HISPANIC HERITAGE MONTH WITH HISPANIC HERITAGE FOUNDATION

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Washington, DC - The National Football League and its teams will celebrate Hispanic Heritage Month (Sept.15 – Oct.15) with a series of special events focused in weeks 3 and 4 of the season.

All NFL teams will enhance the celebration with local efforts throughout the month including designated home games with in-stadium themed elements and local community outreach in honor of Hispanic Heritage Month.

For the 2014 celebration of Hispanic Heritage Month, the NFL, Hispanic Heritage Foundation (HHF) and Verizon have partnered for the fourth annual NFL Hispanic Heritage Leadership Awards. The awards recognize the contributions of Hispanic leaders in each NFL market. Each award recipient will be recognized in-stadium at a Hispanic Heritage game in their local market. With support from Verizon, each recipient will select a non-profit organization of their choice that serves the local Hispanic community to receive a \$2,000 donation.

The Carolina Panthers and Kansas City Chiefs will host NFL PLAY 60 Character Camps as part of Hispanic Heritage Month celebrations. NFL PLAY 60 Character Camps were held in 12 NFL markets this summer and are presented in partnership with the Muñoz Agency and USA Football. The camps are part of the NFL's year-round Hispanic outreach initiative, focused on offering youth opportunities to play and experience the game of football while emphasizing exercise and reinforcing the importance of character in athletics and life.

Throughout Hispanic Heritage Month, fans can visit [www.NFL.com/HispanicHeritage](http://www.NFL.com/HispanicHeritage) for a look at the personal stories of Hispanic players past and present who have left a lasting legacy on the NFL.

A national spotlight will shine on the NFL's celebration during *Thursday Night Football*, *Sunday Night Football* and *Monday Night Football* broadcasts in weeks 3 and 4 which will highlight in-stadium elements as well as community events.

In week 3, the Pittsburgh Steelers face the Carolina Panthers on Sunday, September 21 (8:30 PM ET, NBC and Univision Radio) and the Chicago Bears will visit the New York Jets on Monday, September 22 (8:30 PM ET, ESPN, ESPN Deportes and ESPN Deportes Radio).

During week 4, the New York Giants will visit the Washington Redskins on Thursday, September 25 (8:25 PM ET, CBS, NFL Network and Univision Radio), the New Orleans Saints face the Dallas Cowboys on Sunday, September 28 (8:30 PM ET, NBC, mun2 and Univision Radio), and on Monday, September 29 the Kansas City Chiefs are set to host the New England Patriots (8:30 PM ET, ESPN, ESPN Deportes and ESPN Deportes Radio).

Thursday Night Football is available in Spanish via SAP (Secondary Audio Program) with Roberto Abramowitz calling the action on CBS and NFL Network.

During Sunday Night Football on NBC, Telemundo's sportscasters Rene Giraldo and Edgar Lopez provide coverage in Spanish via SAP.

And on Monday Night Football, the broadcast team for ESPN Deportes features Spanish-language Emmy-nominated play-by-play voice Álvaro Martín, analyst and former NFL kicker Raúl Allegre, and sideline reporter John Sutcliffe.

NBCUniversal's Hispanic cable network mun2 will broadcast the Saints-Cowboys September 28 Hispanic Heritage Month game in Spanish.

Team events include:

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| <b>Arizona Cardinals</b> | In celebration of Hispanic Heritage Month, Cardinals center Lyle Sendlein and Big Red will take part in a Kids Camp presented by University of Phoenix at the NFL YET College Prep Academy. The Cardinals will present Tom Espinoza with the NFL Hispanic Heritage Leadership Award during halftime of the September 21 contest against the San Francisco 49ers. Hispanic Heritage messaging and imagery from past events will be displayed on Facebook.com/AZCardenales, the Cardinals Spanish-language Facebook page. Continuing the celebration, dancers will perform a traditional Folklorico routine during halftime and cheerleaders will perform to Latin themed songs throughout the game. |
| <b>Atlanta Falcons</b>   | The Atlanta Falcons joined the NFL's celebration of Hispanic Heritage Month by hosting a Heads Up Football Clinic at the Walters Boys & Girls Club in Gainesville, GA for Hispanic youth on September 9. The children learned Heads Up Football techniques and participated in a variety of drills assisted by Falcons players. The celebration continued on September 18 when the Falcons presented Marisa Salcines with the NFL Hispanic Heritage Leadership Award. Members of the Latin American Association are set to serve as the Flag Crew during pregame introductions and Isabella Marquez will sing the national anthem.   |
| <b>Baltimore Ravens</b>  | The Baltimore Ravens will celebrate Hispanic Heritage Month by hosting an NFL PLAY 60 youth football clinic at Bonvegna Field in Baltimore for 150 predominately Hispanic children on September 22. The Ravens will also recognize Ana Maria Schwartz Caballero with the NFL Hispanic Heritage Leadership Award during their September 28 game. Her many achievements will be highlighted in the gameday program.  |

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