



**FOOTBALL
MATTERS**
AN INITIATIVE OF THE NATIONAL FOOTBALL FOUNDATION

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**National Football Foundation to create and produce Football Matters[®],
a new cross-platform campaign to celebrate the values of the sport
and its lasting impact on communities nationwide**

IRVING, Texas (Feb. 14, 2018) – The National Football Foundation (NFF) today announced plans to launch *Football Matters*[®], an unprecedented cross-platform media campaign to celebrate the positive impact the game has made on millions of players, coaches, administrators, volunteers, and fans nationwide. Scheduled to debut in February at www.footballmatters.com and on social media, the campaign underscores the NFF’s mission to use the power of amateur football to advance scholarship, citizenship and athletic achievement. It will benefit from the coordinated support of the entire football community. Plans call for a multi-network broadcast, digital and in-stadium campaign to premiere in the fall. The campaign will focus on amateur play from the pee wee level up to through the NCAA Division I Football Bowl Subdivision.

“*Football Matters*[®] will spotlight and explain the many benefits that football brings to communities, schools, families, and individuals and the opportunities it provides young men who play the game,” said Steven J. Hatchell, NFF president and chief executive officer. “Football unites people. Think of the communities across the country that come together on Friday nights in the fall to cheer on their hometown team. Think of the people from different backgrounds who seem to have nothing in common, yet discover that they share a devotion for their favorite team. Football gives them a common bond.

“There is so much good in this game,” Hatchell said.

Learning Experiences

NFF Chairman Archie Manning credits football with teaching him many life skills. “Football taught me so much,” said the Hall of Fame quarterback from Ole Miss. “On and off the field, it teaches teamwork, goal setting, how to overcome obstacles and the importance of hard work.” Manning – the father of two NFL quarterbacks, Peyton and Eli – also stressed the role football plays in millions of families across the country. “Entire families get involved,” he added. “It’s not just for the players, but also those in the band, the members of the cheerleading and pep squads, support personnel, and, of course, the parents, grandparents and other family members who come to the games to watch with pride.”

Football instills pride in its fans, whether it’s for a school, town, university or even an entire state. It gives people a sense of common purpose and being a part of something bigger.

Campaign Components

In addition to highlighting the many benefits of the game, *Football Matters*[®] content will encompass items of interest to parents of participants and the students who support the teams, as well as fans everywhere. Stories will range from how football has been a part of American life for almost 150 years to how the game is evolving to be more inclusive and safer for players.

There will also be opportunities for fans to engage with each other through digital and live venues.

FootballMatters.com will serve as the hub for the campaign by sharing content from all areas of the game to help celebrate the stories that don't get told often enough. Other elements of the campaign include:

- Mom's Network, not only for the parents of players, but also band, cheerleading, drill team, pep squad, and trainers;
- Coaches' Channel to celebrate the profession by sharing stories of how coaches have helped and influenced young people nationwide;
- Public service announcements for use in college and high school stadiums and on broadcast and cable television;
- News Bureau for sharing stories about developments in the game and the people who love it; and
- Social media channels including Facebook (@FootballMatters), Twitter (@FootballMatters) and Instagram (@FootballMatters).

"From breakthroughs in new safety techniques to stories about small town football, *Football Matters*[®] will cover and share it broadly," added Hatchell.

Football Matters[®] is an initiative of the National Football Foundation. With full approval and oversight from the NFF Board of Directors, the campaign is being chaired by NFF board member and Bruin Sports Capital President & CEO George Pyne. LDWW, one of the industry's leading marketing firms, is developing and managing the campaign.

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About The National Football Foundation & College Hall of Fame

Founded in 1947 with early leadership from General Douglas MacArthur, legendary Army coach Earl "Red" Blaik and immortal journalist Grantland Rice, The National Football Foundation & College Hall of Fame is a non-profit educational organization that runs programs designed to use the power of amateur football in developing scholarship, citizenship and athletic achievement in young people. With 120 chapters and 12,000 members nationwide, NFF programs include Football Matters[®], the College Football Hall of Fame in Atlanta, The William V. Campbell Trophy[®] presented by Fidelity Investments, annual scholarships of more than \$1.3 million and a series of initiatives to honor the legends of the past and inspire the leaders of the future. NFF corporate partners include Delta Air Lines, Fidelity Investments, Herff Jones, New York Athletic Club, Pasadena Tournament of Roses, PrimeSport, the Sports Business Journal, Under Armour and VICIS. Learn more at www.footballfoundation.org.