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NFL CELEBRATES HISPANIC HERITAGE MONTH

The National Football League and its teams will celebrate Hispanic Heritage Month with a series of special events focused in week 3 of the season.

The theme of this year's Hispanic Heritage Month recognition is "Feel the Orgullo." In Spanish, the word "orgullo" means pride. Latino players, fans, and coaches have a strong sense of pride not only in their culture but in their team and the NFL. During Hispanic Heritage Month, the NFL and all 32 teams will amplify the rich history, heritage and tradition of Latinos, and honor the positive impact they have had on the game and country.

Throughout Hispanic Heritage Month, fans can visit 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. Follow @NFLEspanol on Twitter or the hashtag #FeelTheOrgullo for details on a user-generated photo contest and tweet chat during which fans will be encouraged to share their pride.

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.

32 LEADERS RECOGNIZED THROUGH THE NFL HISPANIC HERITAGE LEADERSHIP AWARDS

For the 2015 celebration of Hispanic Heritage Month, the NFL and Hispanic Heritage Foundation (HHF) have partnered for the fifth annual NFL Hispanic Heritage Leadership Awards. The awards recognize the contributions of Hispanic leaders in each NFL market. Each award recipient will be recognized at an event in their local market and will select a non-profit organization of their choice that serves the local Hispanic community to receive a \$2,000 donation.

FUEL UP TO PLAY 60 EN ESPAÑOL LAUNCHES

Fuel Up to Play 60, the largest in-school wellness program founded by the NFL and National Dairy Council (NDC), will grow this fall.

Through the launch of Fuel Up to Play 60 en español, the program will encourage Spanish speaking communities nationwide to live healthier lifestyles through good nutrition and physical activity. Several organizations have committed to the effort, including the PepsiCo Foundation, which has provided funding to develop Spanish-language materials and resources, as well as grant dollars to further support health and wellness activities and programming within Los Angeles Unified School District and Miami-Dade County Public Schools. In addition, Fuel Up to Play 60 launched a redesigned website (FuelUpToPlay60.com) that provides Spanish-language content and materials, extending the reach and access of the program to students, teachers and families across the country.

NFL PLAY 60 CHARACTER CAMPS IN SEVEN MARKETS

As part of the NFL's year-round Hispanic outreach initiative, NFL PLAY 60 Character Camps were held in 7 markets this summer. Presented in partnership with the Muñoz Agency and USA Football, the camps 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. The next NFL PLAY 60 Character Camp will be held in the San Francisco Bay Area during Super Bowl week.

WEEK 3 BROADCAST DETAILS

A national spotlight will shine on the NFL’s celebration of Hispanic Heritage Month during *Thursday Night Football*, *Sunday Night Football* and *Monday Night Football* broadcasts in week 3 which will highlight in-stadium elements as well as community events.

The New York Giants will host the Washington Redskins on Thursday, September 24 (8:25 PM ET, CBS and NFL Network).

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

The Denver Broncos will visit the Detroit Lions on Sunday, September 27 (8:30 PM ET, NBC, NBC Universo and Entravision Radio).

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

The broadcast will also be available in Spanish on NBCUniversal’s Hispanic cable network NBC Universo with sideline reporter Veronica Contreras on-site.

Entravision will broadcast Sunday Night Football live on their owned and operated radio stations with Tony Balon and Erwin Higueros handling play-by-play.

And the Kansas City Chiefs will take on the Green Bay Packers on Monday, September 28 (8:30 PM ET, ESPN, ESPN Deportes and ESPN Deportes Radio).

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

On Saturday, September 26, Telemundo will air a NFL Hispanic Heritage Month special, *Fútbol Americano Celebrando el Mes de la Herencia Hispana* at 3:30 PM/2:30 Central highlighting the NFL’s Hispanic players.

Team events include:

Arizona Cardinals	In celebration of Hispanic Heritage Month, on September 22 the Cardinals community relations team took their SRP & Safeway Milk and Cookies reading program to Longfellow Elementary in Mesa, and hosted a Gatorade Jr. Training Camp at Aguilar Elementary School in Tempe. The Cardinals will present Lea Márques-Peterson with the NFL Hispanic Heritage Leadership Award on September 27, prior to facing off against the San Francisco 49ers. The team will also have folklorico dancers perform in their Flight Deck Plaza, as well on the field during pregame. The national anthem will be performed by Mexican American singer Frankie J.
Atlanta Falcons	The Atlanta Falcons celebrated Hispanic Heritage Month by hosting a Falcons Junior Training Camp at a predominately Hispanic school in metro Atlanta, New Holland Elementary School, on September 22. The celebration will continue on October 11, when the Falcons present Humberto Garcia-Sjogrim with the NFL Hispanic Heritage Leadership Award.
Baltimore Ravens	The Baltimore Ravens celebrated Hispanic Heritage Month by hosting their annual NFL PLAY 60 youth football clinic for 150 predominately Hispanic children on September 21 at Bonvegna Field in downtown Baltimore. The Ravens will also recognize Yolanda Maria Martinez with the NFL Hispanic Heritage Leadership Award during their September 27 game.
Buffalo Bills	In honor of Hispanic Heritage Month, the Bills honored Dr. César Cabrera with the NFL Hispanic Heritage Leadership Award at their game on September 20.
Carolina Panthers	The Panthers will present Hilda Guardian with the NFL Hispanic Heritage Month Leadership Award during their September 27 contest against the New Orleans Saints.

Chicago Bears	The Chicago Bears are celebrating Hispanic Heritage Month with various fan and community touch points, including specific activations planned for the Aurora, Illinois community. Additionally, at their game against the Oakland Raiders on October 4, the Bears will honor Jose Rico with the NFL Hispanic Heritage Leadership Award. Jose will be welcomed to the field pregame, with congratulatory messaging played during the game via LED messaging. In addition, the Bears will honor Jose via a story on VamosBears.com and in a La Raza newspaper advertisement. Finally, the Bears will host various community leaders for an event at Halas Hall on October 15.
Cincinnati Bengals	The Cincinnati Bengals will honor Melanie Healey with the NFL Hispanic Heritage Leadership Award on October 11 during their game against the Seattle Seahawks.
Cleveland Browns	In celebration of Hispanic Heritage Month, the Browns leadership group will be visiting Walton School to volunteer as part of the Browns First and Ten platform. Walton has a high Hispanic population, and is an investment school of the Cleveland Browns Foundation. The Cleveland Browns will continue their celebration by presenting Valentina Moxon with the NFL Hispanic Heritage Leadership Award on September 27.
Dallas Cowboys	In celebration of Hispanic Heritage Month, the Dallas Cowboys Women's Association delivered books to Gabe Allen Elementary School for the Reading Blitz program on September 16. The Dallas Cowboys Rookie Club visited preschool age children at Mi Escuelita on September 21. At the September 27 game, the Cowboys will have a giant piñata, an artist, and mariachis on the East Plaza. The West Plaza will feature mariachis and local Telemundo and La Grande talent on stage. The team will also have a tailgate event in parking lot 9 in conjunction with Telemundo, La Grande, and Al Día. Additionally, Claudia Mirza will be recognized during pregame as the recipient of the NFL Hispanic Heritage Leadership Award.
Denver Broncos	In celebration of Hispanic Heritage Month, the Denver Broncos presented Julio Flores with the NFL Hispanic Heritage Leadership Award on September 13. Additionally, the Broncos partnered with NFL Mexico to host nine children at the game from "Team Diablos," the 2015 champion of the Tochito flag football program in Mexico. The children also took part in several other Denver-area activities over the weekend including a visit to the Denver Zoo and a tour of Sports Authority Field at Mile High.
Detroit Lions	The Detroit Lions will celebrate Hispanic Heritage Month by awarding Carmen Mattia with the NFL Hispanic Heritage Leadership Award during their September 27 home game versus the Denver Broncos. The national anthem will be performed by Mexican soprano Bárbara Padilla who has been previously featured on NBC's "America's Got Talent." Detroit Lions G Manny Ramirez visited the Ford Resource and Engagement Center in Southwest Detroit on August 12 to encourage Hispanic youth and their families to stay healthy and PLAY 60.
Green Bay Packers	In celebration of Hispanic Heritage Month, the Green Bay Packers will present Elvita Erdmann with the NFL Hispanic Heritage Leadership Award on September 28. Additionally, the Packers held a youth football camp at Danz Elementary on September 15 featuring Packers strength and conditioning coordinator Mark Lovat and linebackers Nate Palmer and Jayrone Elliott.
Houston Texans	The Texans presented Michael Cordúa with the NFL Hispanic Heritage Leadership Award on Tuesday, September 22 during a volunteer event at Casa de Esperanza. Cordúa has been a major supporter of Casa de Esperanza, a haven for children in crisis due to abuse, neglect or the effects of HIV. The Texans partnered with their Hispanic fan club, Toros Bravos, to volunteer at Casa de Esperanza. The celebration continues with the Texans Hispanic Heritage game on September 27. Mariachi bands and Ballet Folklórico will provide pregame entertainment at stadium entrances and members of Toros Bravos will hold the Texas flag during pregame festivities. Houston Grand Opera singer Cecilia Duarte is scheduled to perform the national anthem.
Indianapolis Colts	The Indianapolis Colts are celebrating Hispanic Heritage Month by hosting a free youth football camp, recognizing a member of the Indianapolis Hispanic community and partnering with La Plaza on the annual FIESTA event in Downtown Indianapolis. On September 15, nearly 200 local youth attended a Hispanic Heritage Football Camp at the Indiana Farm Bureau Football Center. The students had the opportunity to interact and run through several football drill stations with Colts players and Mascot Blue. On September 19, the Colts took part in the festivities at FIESTA Indianapolis in the American Legion Mall. The team provided give-a-ways for attendees and the Colts Cheerleaders were on hand for autographs and photos. The Indianapolis Colts presented the NFL Hispanic Heritage Leadership Award to Kathy Cabello at their game on September 21.
Jacksonville Jaguars	In celebration of Hispanic Heritage Month, the Jacksonville Jaguars presented Annie Grogan with the NFL Hispanic Heritage Leadership Award on September 20 when the Jaguars faced off against the Miami Dolphins. Grogan was the Jaguars honorary captain.
Kansas City Chiefs	In honor of Hispanic Heritage Month, the Chiefs hosted a PLAY 60 clinic at Alta Vista Middle School on September 22, complete with activities led by Chiefs tight ends, as well as a Fuel Up to PLAY 60 station focused on healthy food options headed by members of the Midwest Dairy Council. The Chiefs will also honor Irene Caudillo with the NFL Hispanic Heritage Leadership Award at their game on October 11 versus the Chicago Bears.
Miami Dolphins	The Miami Dolphins launched their celebration of Hispanic Heritage Month by hosting the first of

	<p>many "Football Fiestas" of the season, a community activation event at Dolphin Mall. On September 22, the team hosted a Ribbon Cutting Ceremony and Fins Friday celebration with players and cheerleaders at Mae E. Walters Elementary school. This ceremony was for a Miami Dolphins school beautification project where more than 300 members of the Dolphins participated in painting, landscaping, and providing various improvements to the school. Additionally, the team will be hosting a football clinic with Dolphins alumnus Troy Drayton on October 8 at Ponce De Leon Middle School. The football clinic is a free grassroots program emphasizing education, physical fitness, and positive choices for kids in a safe and fun environment. The team will present Tony Argiz with the Hispanic Heritage Leadership Award on December 27 when the Dolphins face off against the Indianapolis Colts.</p>
Minnesota Vikings	<p>The Minnesota Vikings will present Jerry Uribe with the NFL Hispanic Heritage Leadership Award at their game on September 27. The Vikings will continue their celebration of Hispanic Heritage Month on September 29, when the organization hosts a PLAY 60 assembly at Green Central School.</p>
New England Patriots	<p>The New England Patriots will celebrate Hispanic Heritage Month by honoring Marisol Amaya-Aluigi as their NFL Hispanic Heritage Leadership Award winner during an event at the Adult Day Care Health and Senior Center at La Alianza Hispana on September 30. She will also be featured in the Patriots' Spanish language newsletter and Patriots GameDay magazine.</p>
New Orleans Saints	<p>The New Orleans Saints will host three bilingual Saints Junior Training Camps at schools with the highest Hispanic populations in the New Orleans area; Marie Riviere Elementary and JC Ellis in Metairie, and Esperanza Charter in New Orleans. At their Hispanic Heritage game on October 15, the team will have representatives of LatiNOLA volunteering as the Gate Giveaway Crew, and will honor Carlos Baltodano with the Hispanic Heritage Leadership Award during a pregame presentation.</p>
New York Giants	<p>In celebration of Hispanic Heritage Month, the New York Giants will present Briana Thevenin with the NFL Hispanic Heritage Leadership Award at their game on September 24. The team will also have Broadway performer Ana Villafane, from Gloria and Emilio Estefan's musical <i>On Your Feet!</i>, sing the national anthem. Additionally, the Giants will host a park clean-up day on Tuesday, October 13, in Wood Hill Park in Northern Manhattan and Mattano Park in Elizabeth, New Jersey.</p>
New York Jets	<p>The New York Jets will celebrate Hispanic Heritage Month during their September 27 contest against the Philadelphia Eagles when they present Isabel Nazario with the NFL Hispanic Heritage Leadership Award. Additionally, the team will host a Hometown Huddle in Dover, NJ at Dover Middle School, which has a high Hispanic enrollment.</p>
Oakland Raiders	<p>In collaboration with the non-profit 18 Reasons/Cooking Matters, 25 students in the Davis Street Family Resource Center (DSFRC), Jefferson School site after-school program, who are predominantly Hispanic and bilingual, took cooking lessons and learned healthy eating techniques. Raiders players worked along with the students to cook healthy alternatives to traditional Hispanic meals. The cooking class led by staff members of 18 Reasons/Cooking Matters was taught in both English and Spanish. DSFRC assists San Leandro's Eden area residents and its surrounding communities improve their quality of life through short and long-term assistance. This event led up to the Raiders' Hispanic Heritage Month game on Sunday, September 20 versus the Baltimore Ravens. The Raiders will honor Diana Campoamor with the NFL Hispanic Heritage Leadership Award.</p>
Philadelphia Eagles	<p>In celebration of Hispanic Heritage Month, the Philadelphia Eagles will host NFL Hispanic Heritage Leadership Award recipient Cecilia Ramirez during their October 19 contest against the New York Giants. The Eagles continue to support MVP360, a flag football league that aims to educate student-athletes and youth of all ages about essential life skills necessary for personal and professional advancement, both on and off the field of play. MVP360 serves a primarily Hispanic population who are new to the game of football.</p>
Pittsburgh Steelers	<p>The Pittsburgh Steelers celebrated Hispanic Heritage Month with a variety of elements during their September 20 game versus the San Francisco 49ers. Miguel's Mariachi Fiesta performed outside of the stadium during pregame as fans entered the building. As part of Hispanic Heritage Month the Steelers honored Dr. Diego Chaves-Gnecco with the NFL Hispanic Heritage Leadership Award. The Color Guard was made up of local Army soldiers of Hispanic descent. The Steelers also honored local soldier of Hispanic descent SSgt. Oscar Aguilera as this week's Salute to Heroes honoree.</p>
St. Louis Rams	<p>As part of the Hispanic heritage celebration, the St. Louis Rams will recognize their NFL Hispanic Heritage Leadership Award recipient, Ciléia Miranda-Yuen, during the September 27 game versus the Pittsburgh Steelers.</p>
San Diego Chargers	<p>For their Hispanic heritage celebration, the San Diego Chargers will begin by hosting an event at Porter Elementary School on Tuesday, September 29 with the theme "Feel the Orgullo" to encourage pride by all students. At their Hispanic Heritage game on October 4, the national anthem will be performed by San Diego native, Mexican American singer Frankie J., and halftime festivities will feature performances by Mariachi Real de San Diego and Ballet Xochitl, a traditional ballet folklorico group. The team will also be honoring publisher of El Latino Newspaper, Fanny</p>

	Miller, with the NFL Hispanic Heritage Leadership Award pregame.
San Francisco 49ers	In celebration of Hispanic Heritage Month, the San Francisco 49ers will present Dr. Hilaria Riojas Bauer, Superintendent of the highly under resourced Alum Rock School District, with the NFL Hispanic Heritage Leadership Award at their November 29 game against the Arizona Cardinals. The 49ers' Community Mondays program is a season-long program designed to reach out to local underserved populations. During Hispanic Heritage Month, the Community Mondays program will focus specifically in assisting Hispanic youth who are socio-economically disadvantaged.
Seattle Seahawks	In celebration of Hispanic Heritage Month, the Seattle Seahawks presented Dr. Antonio Sanchez with the NFL Hispanic Heritage Leadership Award on September 18.
Tampa Bay Buccaneers	On September 9, the Buccaneers continued their tradition of partnering with Hillsborough County to host "Eat at Joe's Latin Style" in downtown Tampa at Joe Chillura Courthouse Square. The event was a celebration of the forthcoming Hispanic Heritage Month and Tampa Bay's historic Hispanic roots. The event featured Buccaneers Legend WR Frank Murphy, performances by the Tampa Bay Buccaneers Cheerleaders, the Buccaneers Street Team, Buccaneers Kids Zone and various food truck vendors. The celebration continues on October 4 when the Tampa Bay Buccaneers present Miriam Velez Valkenburg with the NFL Hispanic Heritage Leadership Award during pregame.
Tennessee Titans	In celebration of Hispanic Heritage Month, the Tennessee Titans will present Marcela Gómez with the NFL Hispanic Heritage Leadership Award on September 27 when the Titans face off against the Indianapolis Colts.
Washington Redskins	In celebration of Hispanic Heritage Month, the Washington Redskins presented Maria Cardona with the NFL Hispanic Heritage Leadership Award during pregame on September 20. Pregame featured a Spanish rendition of the Redskins' fight song titled "Viva Los Redskins" by composer Michael Garin. Halftime featured a performance by Army Major Edgar Quinones-Marin, as well as a halftime show co-produced by the Virginia Hispanic Chamber of Commerce with children from their foundation in a joint performance with the Redskins cheerleaders. The team also participated in several activities throughout the week through a partnership with the Virginia Hispanic Chamber of Commerce, including a newsletter, debut of a Spanish speaking web-video weekly show, a radio campaign on Hispanic radio stations, and more.

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