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**UNITED WAY AND NFL PARTNER
TO GET KIDS MORE ACTIVE**

***All 32 NFL Teams Join United Way in Hometown
Huddle for Youth Fitness***

Alexandria, VA (October 8, 2009) – [NFL](#) players, coaches, and leadership joined [United Way](#) staff and volunteers on Tuesday, October 6 for the [NFL/United Way Hometown Huddle](#)—a day of fitness activities across the country designed to help young people find new and exciting ways to stay fit for a lifetime. Yesterday’s event involved hundreds of volunteers, kids and players in NFL markets nationwide.



Dawan Landry of the Baltimore Ravens crosses the finish line with kids in the United Way-NFL Huddle for youth Fitness at the Maryland Zoo. [Click here for more photos.](#)

Now in its 36th year, the [United Way/NFL partnership](#) connects the [NFL PLAY 60](#) initiative to get kids moving for at least 60 minutes a day with [United Way's goal](#) of 1.9 million more healthy young people by 2018. *Hometown Huddle* offers creative ideas for young people to lead healthier lifestyles.

“Our players recognize that staying physically fit is important to maintaining a healthy lifestyle,” said NFL Commissioner Roger Goodell, who participated in the New York Giants *Hometown Huddle*. “We want young people to understand the benefits of exercise. Getting kids active for at least 60 minutes a day is the goal of our PLAY 60 campaign, and our partnership with United Way will help encourage kids to be healthy.”

“Our partnership with the NFL continues to reach new heights,” said Tracey Holmes, NFL Partnership director at United Way Worldwide. “All across the country, young people are being inspired by their favorite team’s players to improve their health and stay active.”

Some highlights from this year’s *Hometown Huddle* included:

Wash. D.C.: United Way Worldwide, United Way of the National Capital Area and the Washington Redskins hosted a dance competition and upgraded the HOPSports™ youth fitness zones at nine DC middle schools. Student groups were judged by a panel of local celebrities including NFL-United Way spokesman, Santana Moss.

New York: The NY Jets and United Way of New York City installed an outdoor adaptive fitness zone to meet the physical fitness needs of students at a school for children with disabilities.

Baltimore: The Baltimore Ravens and United Way of Central Maryland hosted an “Amazing Race,” where elementary school students raced in teams through the Maryland Zoo in Baltimore, navigating through 200 species and numerous exhibits. Checkpoints throughout the race incorporated physical activity, education and service to the Zoo.

Cleveland: The Cleveland Browns and United Way of Greater Cleveland built an outdoor fitness area at a Section 8 housing project. They installed outdoor fitness equipment specifically tailored to pre-teens and teens to encourage regular exercise. Fitness tips were painted on the fence and inside the community center, where indoor exercise equipment was added.

Detroit: The Detroit Lions and United Way of Southeastern Michigan installed the “Lions Den”—a space designed for teenagers and young adults to work out, socialize in a positive manner and do their homework in a safe environment.

Hometown Huddle is part of United Way’s nationwide call-to-action for individuals to LIVE UNITED™—to give, advocate and volunteer on issues relating to education, income or health. Together, United Way and the NFL are increasing awareness about the importance of physical activity, raising funds to support in-school and after-school fitness programs, and inspiring people to get involved in reversing the growing epidemic of childhood obesity. To learn more about United Way and to share how you live united, visit: LiveUnited.org.

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About United Way

United Way is a worldwide network in 45 countries and territories, including nearly 1,300 local organizations in the U.S. It advances the common good, creating opportunities for a better life for all, by focusing on the three key building blocks of education, income and health. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED is a call to action for everyone to become a part of the change. For more information about United Way, please visit: LIVEUNITED.org.

About NFL PLAY 60

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL’s long-standing commitment to health and fitness with partner organizations like the United Way. PLAY 60 is also implemented locally, as part of the NFL’s in-school, after-school and team-based programs. For more information, visit NFLRush.com.