

ATLANTA FALCONS

www.atlantafalcons.com - 4400 Falcon Parkway - Flowery Branch, GA 30542

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CONTACTS:
John Bare (404) 367-2062



ATLANTA FALCONS YOUTH FOUNDATION AWARDS \$125,000 TO KIDS & PROS TO HELP GROW YOUTH FOOTBALL PROGRAMMING ACROSS THE STATE OF GEORGIA

Flowery Branch, GA – The Atlanta Falcons Youth Foundation (AFYF) has awarded a \$125,000 grant to Kids & Pros to train thousands of youth football coaches, players and their parents on safe tackling techniques and proper equipment fitting and to offer support to flag football programs across the state of Georgia.

In conjunction with the Atlanta Falcons Youth Football staff, Kids & Pros will deliver Heads Up Football Clinics, Parent Informational Sessions, Moms Clinics, safety coaches clinics, flag football clinics, as well as training for player safety coaches and summer camps reaching 4,000 youth, 2,000 parents and 500 youth coaches across Georgia.

“This joint effort with the Atlanta Falcons Youth Foundation and Kids & Pros will help expand opportunities for safe participation in every aspect of youth football,” said John Bare, vice president of the Atlanta Falcons Youth Foundation. “Collaborating with the National Football League and USA Football, we can ensure opportunities for safer participation for the next generation of players.”

Founded by former Falcons linebacker Buddy Curry, Kids & Pros is a nonprofit organization that delivers character education, football instruction, and life skills to youth as well as instruction and training for parents and youth coaches. Curry is a USA Football Heads Up Master Trainer and a member of the National Council on Youth Sports Safety.

Visit the Atlanta Falcons Youth Football web site (<http://www.atlantafalcons.com/community/community-programs/youth-football/heads-up-clinics.html>) to learn more about Atlanta Falcons Heads up non-contact Clinics and Parent Informational sessions for youth ages 6 – 14 around the state through April of 2014.

About the Atlanta Falcons Youth Foundation: Investing across Georgia, the Atlanta Falcons Youth Foundation helps nonprofit organizations reduce childhood obesity and improve youth fitness. The foundation was established in 1985 to serve as the philanthropic arm of the Atlanta Falcons. Since Arthur Blank acquired the Atlanta Falcons in 2002, the foundation has grown to be the largest owner-funded foundation in the National Football League, providing more than \$20 million in grants to nonprofit organizations across the state of Georgia. Learn more at www.AFYF.org.