NFL KICKOFF 2017

INFORMATION GUIDE



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BACK TO FOOTBALL

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NFL KICKOFF



PATRIOTS & CHIEFS KICK OFF SEASON ON THURSDAY, SEPTEMBER 7

It's time to get "Back to Football!"

The 2017 season begins with the NFL's annual primetime kickoff game. The opener on Thursday, September 7 on NBC (8:30 PM ET) will feature the Super Bowl champion New England Patriots hosting the Kansas City Chiefs at Gillette Stadium.

"Being selected to play in the season-opening game and having a league-high six prime-time contests is a tremendous honor and a tribute to our team and organization," says Chiefs head coach ANDY REID. "We've already started preparation for these teams and we know we have a lot of great challenges ahead of us."



The NFL primetime kickoff games since 2002:

DATE	SITE	RESULT (HOME TEAM IN CAPS)	RECAP
Sept. 5, 2002	Giants Stadium	San Francisco 16, NY GIANTS 13	San Francisco's Jose Cortez kicks a 36-yard field goal with six seconds remaining in the NFL's first Thursday-night opener since 1949.
Sept. 4, 2003	FedExField	WASHINGTON 16, NY Jets 13	Washington kicker John Hall converts a game-winning 50-yard field goal with five seconds remaining to lift the Redskins.
Sept. 9, 2004	Gillette Stadium	NEW ENGLAND 27, Indianapolis 24	New England quarterback Tom Brady passes for 335 yards and three TDs as the defending Super Bowl champions defeat the Colts.
Sept. 8, 2005	Gillette Stadium	NEW ENGLAND 30, Oakland 20	New England quarterback Tom Brady throws for 306 yards and two TDs while running back Corey Dillon adds two scores for the defending Super Bowl champions.
Sept. 7, 2006	Heinz Field	PITTSBURGH 28, Miami 17	Pittsburgh quarterback Charlie Batch passes for three TDs and running back Willie Parker adds 115 rushing yards as the defending Super Bowl champions defeat Miami.
Sept. 6, 2007	RCA Dome	INDIANAPOLIS 41, New Orleans 10	The Super Bowl champion Colts rack up 452 yards of offense as quarterback Peyton Manning passes for 288 yards and three TDs.

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DATE	SITE	RESULT (HOME TEAM IN CAPS)	RECAP
Sept. 4, 2008	Giants Stadium	NY GIANTS 16, Washington 7	Quarterback Eli Manning scores a TD and the Giants' defense allows just 209 total yards as the defending Super Bowl champions defeat division-rival Washington.
Sept. 10, 2009	Heinz Field	PITTSBURGH 13, Tennessee 10 (OT)	Pittsburgh's Jeff Reed kicks a 33-yard game-winning field goal in overtime as the defending Super Bowl champions defeat Tennessee.
Sept. 9, 2010	Louisiana Superdome	NEW ORLEANS 14, Minnesota 9	New Orleans quarterback Drew Brees throws for 237 yards and a TD to lead the Saints past the Vikings in a rematch of the 2009 NFC Championship Game.
Sept. 8, 2011	Lambeau Field	GREEN BAY 42, New Orleans 34	Green Bay quarterback Aaron Rodgers passes for 312 yards and three TDs and the Packers' defense makes a goal-line stand on the game's final play as the defending Super Bowl champions defeat the Saints.
Sept. 5, 2012	MetLife Stadium	Dallas 24, NY GIANTS 17	Dallas quarterback Tony Romo throws for 307 yards and three TDs, including two to Kevin Ogletree, as the Cowboys defeat the defending Super Bowl champion Giants.
Sept. 5, 2013	Sports Authority Field at Mile High	DENVER 49, Baltimore 27	Denver quarterback Peyton Manning ties an NFL single-game record with seven TD passes as the Broncos knock off the defending Super Bowl champion Ravens.
Sept. 4, 2014	CenturyLink Field	SEATTLE 36, Green Bay 16	Seattle quarterback Russell Wilson throws two TDs while running back Marshawn Lynch rushes for 110 yards and two scores as the defending champion Seahawks win at home.
Sept. 10, 2015	Gillette Stadium	NEW ENGLAND 28, Pittsburgh 21	New England quarterback Tom Brady throws four touchdown passes as the defending champion Patriots defeat the Steelers.
Sept. 8, 2016	Sports Authority Field at Mile High	DENVER 21, Carolina 20	Denver running back C.J. Anderson scores two touchdowns as the Broncos defeat the Panthers in a rematch of Super Bowl 50.

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NFL KICKOFF 2017 SCHEDULE
THURSDAY, SUNDAY & MONDAY, SEPTEMBER 7, 10-11

(All times local)

Kansas City at New England, 8:30 PM (Thurs., NBC)	Oakland at Tennessee, 12:00 PM
NY Jets at Buffalo, 1:00 PM	Philadelphia at Washington, 1:00 PM
Atlanta at Chicago, 12:00 PM	Indianapolis at LA Rams, 1:05 PM
Baltimore at Cincinnati, 1:00 PM	Seattle at Green Bay, 3:25 PM
Pittsburgh at Cleveland, 1:00 PM	Carolina at San Francisco,1:25 PM
Arizona at Detroit, 1:00 PM	NY Giants at Dallas, 7:30 PM (NBC)
Jacksonville at Houston, 12:00 PM	New Orleans at Minnesota, 6:10 PM (Mon., ESPN)
Tampa Bay at Miami, 1:00 PM	LA Chargers at Denver, 8:20 PM (Mon., ESPN)

SEASON OPENERS

Since 1978 **when the NFL went to the 16-game schedule, and excluding the abbreviated season of 1982, teams that are victorious in their season openers are more than twice as likely to reach the playoffs than losers of an opening game:**

Of the 570 teams which won openers…298 went to the playoffs (179 won division titles).

Of the 571 teams which lost openers…137 went to the playoffs (79 won division titles).

Note: There are a different number of winning and losing teams in season opening games due to the fact the NFL had 31 teams in each season from 1999 to 2001, which creates an odd number for the total number of results.

In 2016, nine of the 12 playoff teams – Detroit, Green Bay, Houston, Kansas City, New England, the New York Giants, Pittsburgh, Oakland and Seattle – were victorious on Kickoff Weekend.

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KICKOFF WEEKEND RECORDS OF NFL TEAMS

(Note: Ties prior to 1972 do not count in winning percentage)

					LONGEST STREAKS		
AFC	W	L	T	PCT.	WIN	LOSS	CURRENT
Denver	37	19	1	.661	5	4	W-5
Houston	9	6	0	.600	5	3	W-1
LA Chargers	32	25	0	.561	6	6	L-1
New England	32	25	0	.561	10	3	W-2
Miami	27	23	1	.540	11	5	L-1
Pittsburgh	42	36	4	.538	8	3	W-1
Kansas City	30	27	0	.526	7	4	W-2
Tennessee	30	27	0	.526	4	3	L-1
Indianapolis	33	31	0	.516	8	8	L-3
Jacksonville	11	11	0	.500	6	5	L-5
Baltimore	10	11	0	.476	5	4	W-1
NY Jets	27	30	0	.474	5	5	L-1
Cincinnati	23	26	0	.469	4	4	W-3
Oakland	26	31	0	.456	5	8	W-1
Cleveland	27	37	0	.422	5	11	L-12
Buffalo	23	34	0	.404	6	5	L-1

					LONGEST STREAKS		
NFC	W	L	T	PCT.	WIN	LOSS	CURRENT
Dallas	37	19	1	.661	17	5	L-1
Chicago	54	38	5	.587	9	6	L-3
Green Bay	54	39	3	.581	5	6	W-2
NY Giants	50	37	5	.575	4	5	W-1
Minnesota	31	24	1	.564	5	3	W-1
San Francisco	37	29	1	.561	6	3	W-6
Detroit	47	38	2	.553	10	4	W-1
Atlanta	27	24	0	.529	5	3	L-1
LA Rams	40	39	0	.506	5	6	L-1
Washington	40	41	4	.494	6	5	L-4
Philadelphia	36	46	1	.439	5	9	W-1
Arizona	40	54	2	.426	6	7	L-1
Seattle	16	25	0	.390	3	8	W-1
Tampa Bay	16	25	0	.390	3	5	W-1
Carolina	8	14	0	.364	3	5	L-1
New Orleans	17	33	0	.340	3	6	L-3

KICKOFF WEEKEND RECORDS OF NFL HEAD COACHES

COACH	TEAM	W-L	PCT
Dirk Koetter	Tampa Bay	1-0	1.000
Ben McAdoo	NY Giants	1-0	1.000
Doug Pederson	Philadelphia	1-0	1.000
Bill Belichick	New England	15-7	.682
John Harbaugh	Baltimore	6-3	.667
Bill O'Brien	Houston	2-1	.667
Mike Zimmer	Minnesota	2-1	.667
Pete Carroll	Seattle	7-4	.636
Mike McCarthy	Green Bay	7-4	.636
Mike Tomlin	Pittsburgh	6-4	.600
Andy Reid	Kansas City	10-8	.556
Jack Del Rio	Oakland	6-5	.545
Marvin Lewis	Cincinnati	7-7	.500
Sean Payton	New Orleans	5-5	.500
Jim Caldwell	Detroit	3-3	.500
Jason Garrett	Dallas	3-3	.500

COACH	TEAM	W-L	PCT
Bruce Arians	Arizona	2-2	.500
Todd Bowles	NY Jets	1-1	.500
Hue Jackson	Cleveland	1-1	.500
Doug Marrone	Jacksonville	1-1	.500
Dan Quinn	Atlanta	1-1	.500
John Fox	Chicago	7-8	.467
Ron Rivera	Carolina	2-4	.333
Mike Mularkey	Tennessee	1-3	.250
Chuck Pagano	Indianapolis	1-4	.200
Adam Gase	Miami	0-1	.000
Jay Gruden	Washington	0-3	.000
Vance Joseph	Denver	0-0	--
Anthony Lynn	LA Chargers	0-0	--
Sean McDermott	Buffalo	0-0	--
Sean McVay	LA Rams	0-0	--
Kyle Shanahan	San Francisco	0-0	--

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2017 KICKOFF WEEKEND NOTES

Kickoff Weekend begins on Thursday, September 7 in primetime on NBC when the defending Super Bowl champion New England Patriots host the Kansas City Chiefs.

Some clubs have excelled in openers. Here is a sampling of notable active NFL Kickoff streaks:

• The Super Bowl LI champion NEW ENGLAND PATRIOTS, who open the season at home against the defending AFC West champion Kansas City Chiefs, have won their past eight home openers played on Kickoff Weekend. The Patriots are tied for the fourth-most Kickoff Weekend wins among AFC teams (32).

• The defending NFC champion ATLANTA FALCONS will open their new home, Mercedes-Benz Stadium, in Week 2 on Sunday Night Football against the defending NFC North champion Green Bay Packers. The Falcons have won 10 of their past 12 home openers.

• The DENVER BRONCOS, who start the season at home against the LOS ANGELES CHARGERS on Monday Night Football, have posted a 43-13-1 (.763) record in home openers, the top mark in the NFL. Denver has won 23 of its past 26 home openers. The Chargers are tied with the Patriots (32) for the fourth-most Kickoff Weekend wins among AFC teams.

• The defending AFC South champion HOUSTON TEXANS, who open the season hosting Jacksonville, have won six of their past seven home openers.

• The defending NFC East champion DALLAS COWBOYS host the NEW YORK GIANTS on Sunday Night Football in a divisional showdown. The Cowboys and Giants have faced off on Kickoff Weekend in four of the past five seasons, with Dallas winning three of the four previous matchups. Dallas leads the NFC with 32 wins in home openers since 1970. The Giants have 50 wins on Kickoff Weekend, the third-most all-time.

• The MIAMI DOLPHINS, who made the playoffs last season for the first time since 2008, host Tampa Bay on Kickoff Weekend and have won four of their past five home openers.

• The defending NFC North champion GREEN BAY PACKERS, who host the defending NFC West champion Seattle Seahawks on Kickoff Weekend, have won their past four home openers and nine of their past 10 Kickoff Weekend games dating back to 2007. The Packers are tied with Chicago for the most wins (54) on Kickoff Weekend.

• The CHICAGO BEARS, who host Atlanta in Week 1, have the most wins (65) all-time in home openers.

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HOME SWEET HOME: **The** SEATTLE SEAHAWKS**, who host San Francisco in Week 2, have won eight consecutive home openers, the longest active streak in the league…the** BALTIMORE RAVENS **(14-7), who host Cleveland in Week 2, have a .667 winning percentage in home openers, the third-best mark in the AFC…the** PITTSBURGH STEELERS**, who open at home in Week 2 against Minnesota, have the most wins (49) among AFC teams in home openers…and the** DETROIT LIONS**, who begin the year by hosting Arizona, have a 52-35 (.598) record in openers at home, the third-most wins in NFL history.**

HEAD COACHES: **New England's** BILL BELICHICK **is 15-7 (.682) on Kickoff Weekend and his 15 wins are the most among active head coaches…Belichick and Kansas City's** ANDY REID **(10-8; .556) are the only active head coaches who have won at least 10 Kickoff Weekend games and own an opening weekend winning percentage above .500…Cincinnati's** MARVIN LEWIS **has won three consecutive games on Kickoff Weekend, the longest current streak among active head coaches…** DIRK KOETTER **(1-0) of the Buccaneers,** BEN MC ADOO **(1-0) of the Giants and** DOUG PEDERSON **(1-0) of the Eagles are the only active head coaches with perfect records on Kickoff Weekend…and five head coaches – Denver's** VANCE JOSEPH**, the Chargers'** ANTHONY LYNN**, Buffalo's** SEAN MC DERMOTT**, the Rams'** SEAN MC VAY **and San Francisco's** KYLE SHANAHAN **– make their Kickoff Weekend debuts in 2017.**



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HEADLINE GAMES

With only 16 games per team, every game is important. It's just that, some weeks, some games seem to be even more important!

The following is a 2017 Weeks 1-17 list of "Headline Games," but far from the only ones:

Week 1	KC at NE	Thursday-night Kickoff Weekend opener features meeting of 2016 playoff clubs.
Week 2	MIA at LAC/GB at ATL	Chargers return to LA & Atlanta opens Mercedes-Benz Stadium.
Week 3	BAL at JAX (London)	2017 international slate of games kicks off at London's Wembley Stadium.
Week 4	CHI at GB	NFL's oldest rivalry continues on *Thursday Night Football* in battle of NFC North foes.
Week 5	KC at HOU	Texans host Chiefs in Sunday Night Football meeting of 2016 AFC division winners.
Week 6	IND at TEN	Battle between two contenders from AFC South on *Monday Night Football.*
Week 7	ATL at NE	Super Bowl LI rematch on NBC's *Sunday Night Football.*
Week 8	MIN at CLE (London)	Showdown at Twickenham Stadium is last of four games played in UK in 2017.
Week 9	ATL at CAR	Past two NFL MVPs – Matt Ryan & Cam Newton – face off in NFC South battle.
Week 10	SEA at ARZ	NFC West rivalry will be tri-cast on NBC, NFLN and Amazon Prime.
Week 11	NE at OAK (Mexico City)	Oakland hosts New England as NFL returns to Mexico for second consecutive year.
Week 12	MIN at DET/LAC at DAL/ NYG at WAS	Thanksgiving triple-header featuring food, family and football!
Week 13	DEN at MIA	Broncos first-year head coach Vance Joseph squares off against his former team.
Week 14	DAL at NYG	Giants host Cowboys as NFC East foes square off at MetLife Stadium.
Week 15	CHI at DET/LAC at KC	Saturday double-header features two divisional matchups.
Week 16	PIT at HOU/OAK at PHI	Christmas Day doubleheader showcases three teams from 2016 playoff field.
Week 17	16 Division Matchups	Final weekend features all division games with playoff berths on the line!



In Week 7, New England will host Atlanta in a rematch of Super Bowl LI

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NFL RATCHETS UP THE EXCITEMENT…HOPE IS ALIVE

The 2016 season was full of excitement, but that should be no surprise. Unpredictability is the norm in today's NFL.

Close games and great comeback victories, new teams making the playoffs and winning divisions, consistent teams excelling once again, records falling and so much more.

The NFL never fails to surprise and 2016 was no different.

The 2016 season featured many exciting games with close finishes, as 57 percent were decided by one score – 146 of 256 games were decided by eight or fewer points, the most of any season since the NFL adopted the two-point conversion in 1994.

Games continued to have a flare for the dramatic, as tight contests frequently came down to the wire. In 2016, there were 72 games in which the winning team trailed at some point in the fourth quarter, the most such games in a season in NFL history, surpassing the previous high of 70 in 1989.



The Detroit Lions won eight games when trailing in the fourth quarter in 2016, the most in a single season in NFL history.

The teams with the most wins after trailing in the fourth quarter in a single season in NFL history:

SEASON	TEAM	GAMES WON AFTER TRAILING IN 4TH QUARTER
2016	*Detroit*	*8*
2009	**Indianapolis**	**7**
---	**Many Tied**	**6**

The 2017 season promises more of the same. Every team enters the new year with hope.

Six teams that missed the postseason in 2015 – Atlanta (11-5), Dallas (13-3), Detroit (9-7), Miami (10-6), the New York Giants (11-5) and Oakland (12-4) – advanced to the 2016 playoffs. Since the 12-team playoff format was adopted in 1990, at least four teams have qualified for the playoffs in every season that were not in the postseason the year before.

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The Cowboys rebounded to win the NFC East division title after finishing in last place in 2015, which marked the 13th time in the past 14 seasons that one or more teams went from last or tied for last place to a division championship the following year.

The teams since 1990 to make the playoffs a season after failing to qualify:

SEASON	PLAYOFF TEAMS NOT IN PREVIOUS SEASON'S PLAYOFFS
1990	7 (Cincinnati, Chicago, Kansas City, Los Angeles Raiders, Miami, New Orleans, Washington)
1991	5 (Atlanta, Dallas, Denver, Detroit, New York Jets)
1992	6 (Miami, Minnesota, Philadelphia, Pittsburgh, San Diego, San Francisco)
1993	5 (Denver, Detroit, Green Bay, Los Angeles Raiders, New York Giants)
1994	5 (Chicago, Cleveland, Miami, New England, San Diego)
1995	4 (Atlanta, Buffalo, Indianapolis, Philadelphia)
1996	5 (Carolina, Denver, Jacksonville, Minnesota, New England)
1997	5 (Detroit, Kansas City, Miami, New York Giants, Tampa Bay)
1998	5 (Arizona, Atlanta, Buffalo, Dallas, New York Jets)
1999	7 (Detroit, Indianapolis, St. Louis, Seattle, Tampa Bay, Tennessee, Washington)
2000	6 (Baltimore, Denver, New Orleans, New York Giants, Oakland, Philadelphia)
2001	6 (Chicago, Green Bay, New England, New York Jets, Pittsburgh, San Francisco)
2002	5 (Atlanta, Cleveland, Indianapolis, New York Giants, Tennessee)
2003	8 (Baltimore, Carolina, Dallas, Denver, Kansas City, New England, St. Louis, Seattle)
2004	5 (Atlanta, Minnesota, New York Jets, Pittsburgh, San Diego)
2005	7 (Carolina, Chicago, Cincinnati, Jacksonville, New York Giants, Tampa Bay, Washington)
2006	7 (Baltimore, Dallas, Kansas City, New Orleans, New York Jets, Philadelphia, San Diego)
2007	6 (Green Bay, Jacksonville, Pittsburgh, Tampa Bay, Tennessee, Washington)
2008	7 (Arizona, Atlanta, Baltimore, Carolina, Miami, Minnesota, Philadelphia)
2009	6 (Cincinnati, Dallas, Green Bay, New England, New Orleans, New York Jets)
2010	5 (Atlanta, Chicago, Kansas City, Pittsburgh, Seattle)
2011	6 (Cincinnati, Denver, Detroit, Houston, New York Giants, San Francisco)
2012	4 (Indianapolis, Minnesota, Seattle, Washington)
2013	5 (Carolina, Kansas City, New Orleans, Philadelphia, San Diego)
2014	5 (Arizona, Baltimore, Dallas, Detroit, Pittsburgh)
2015	4 (Houston, Kansas City, Minnesota, Washington)
2016	*6 (Atlanta, Dallas, Detroit, Miami, New York Giants, Oakland)*

NFL KICKOFF 2017

THE NFL? UNPREDICTABLE!

Nothing exhibits the unpredictability of the NFL more than close games. Last season…

- **More than half of all games were decided by one score.**

GAMES DECIDED BY ONE SCORE		
POINTS	**GAMES**	**PERCENT**
8 or Fewer	**146 of 256**	**57.0%**
7 or Fewer	**135 of 256**	**52.7%**

- **146 of 256 games (57.0 percent) were decided by eight or fewer points, the most in any season in NFL history.**

SEASON	MOST GAMES DECIDED BY EIGHT OR FEWER POINTS
2016	*146*
2015	**140**
2002	**137**
2011	**132**
2003	**132**

- **135 of 256 games (52.7 percent) were decided by seven or fewer points, the most in any season in NFL history.**

SEASON	MOST GAMES DECIDED BY SEVEN OR FEWER POINTS
2016	*135*
2015	**131**
2002	**126**
2011	**125**
2003	**124**

- **72 percent of games (184 of 256) were within eight points in the fourth quarter, the highest percentage since the institution of the two-point conversion in 1994.**



Chargers DE Joey Bosa

The 184 such games are the most in any season in NFL history.

SEASON	MOST GAMES WITHIN EIGHT POINTS IN FOURTH QUARTER
2016	*184*
2002	177
2004	175
2015	174
2013	174

- 170 of the season's 256 games (66.4 percent) were within seven points in the fourth quarter, the most in any season in NFL history.

SEASON	MOST GAMES WITHIN SEVEN POINTS IN FOURTH QUARTER
2016	*170*
2013	168
2010	167
2004	167
2002	167

- The average margin of victory was 10.23 points per game, the third-smallest margin in NFL history and the lowest figure since 1935 (10.08 points per game).

SEASON	MARGIN OF VICTORY
1932	9.13
1935	10.08
2016	*10.23*
1994	10.42
1938	10.58

- 72 games were won by teams that trailed in the fourth quarter, the most such games in a season in NFL history.

SEASON	GAMES WON AFTER TRAILING IN 4TH QUARTER
2016	*72*
1989	70
2013	69
2015	67
2008	67
2001	67

BEST OPENING MONTH RECORDS, PAST 10 YEARS

Getting off to a strong start is important.

Over the past 10 years, six teams – NEW ENGLAND, DENVER, DALLAS, GREEN BAY, BALTIMORE **and** ARIZONA **– have a winning percentage of at least .600 through the season's first month. Those six clubs have combined for 37 playoff berths and nine Super Bowl appearances – including five Super Bowl championships – during that span.**

TEAM	RECORD	PCT.
New England	25-8-0	.758
Denver	24-10-0	.706
Dallas	23-11-0	.676
Green Bay	23-11-0	.676
Baltimore	22-12-0	.647
Arizona	21-13-0	.618



Patriots LB
Dont'a Hightower



Broncos LB
Von Miller

BEST NFL RECORDS, PAST 10 YEARS

Over the past 10 years, four NFL teams – New England (126-34, .788), Green Bay (106-53-1, .666), Pittsburgh (103-57, .644) and Indianapolis (100-60, .625) – have posted a winning percentage over .600. Those four clubs have combined for 32 playoff berths, eight Super Bowl appearances and four Super Bowl championships during that span.



The New England Patriots, under the guidance of head coach BILL BELICHICK, have the best regular-season record over the past 10 years, qualifying for the postseason nine times and winning Super Bowls XLIX and LI.

"They're the best team in the league," says Houston Texans head coach BILL O'BRIEN (right, with Belichick) about the Patriots. "They've been there for a while. We're all chasing them. I've said that before. They set the tone right now. We all know who we need to beat."

TEAMS WITH BEST REGULAR-SEASON RECORDS OVER PAST 10 YEARS (2007-16)

TEAM	W	L	T	PCT.	PLAYOFF BERTHS	SUPER BOWL BERTHS	SUPER BOWL WINS
New England	126	34	0	.788	9	4	2
Green Bay	106	53	1	.666	9	1	1
Pittsburgh	103	57	0	.644	7	2	1
Indianapolis	100	60	0	.625	7	1	0



Steelers head coach Mike Tomlin (left) and Colts head coach Chuck Pagano (right)

NFL KICKOFF 2017

DIVISION TITLES? UP FOR GRABS

Unpredictable NFL? It sure seems that way! In the 15 seasons since realignment in 2002, 28 different teams have won division titles.

The teams that have won their divisions in the 15 seasons since realignment in 2002:



"I think it's a huge significance in terms of consistency and it's something that we really do take great pride in because of the implications for the playoffs. That's what it's all about. The division allows you to have a home game in the playoffs."

-Seahawks head coach Pete Carroll

TEAM	DIVISION TITLES	PLAYOFF BERTHS
New England	13	13
Indianapolis	9	12
Green Bay	9	12
Seattle	8	11
Pittsburgh	7	10
Denver	6	8
Philadelphia	6	8
Carolina	5	6
LA Chargers	5	6
Baltimore	4	8
Cincinnati	4	7
Atlanta	4	7
Dallas	4	6
Houston	4	4
NY Giants	3	7
Kansas City	3	6
New Orleans	3	5
Minnesota	3	5
Arizona	3	4
San Francisco	3	4
Chicago	3	3
Tampa Bay	3	3
Tennessee	2	4
Washington	2	4
NY Jets	1	5
LA Rams	1	2
Miami	1	2
Oakland	1	2

FROM WORST TO FIRST

Competitive balance, one of the hallmarks of the NFL, gives fans hope entering each season.

For the 13th time in the past 14 seasons, at least one team finished in first place in its division the season after finishing in last or tied for last place. In fact, of the 44 teams in league history to go from "worst-to-first," 21 of them have done so in the past 14 years (2003-16), including an NFL-record three such teams in 2005 and 2006.

After finishing in last place in the division in 2015, the Dallas Cowboys won 13 games to claim the NFC East crown and the best record in the NFC. After losing the season opener, the Cowboys won nine consecutive games and qualified for the playoffs for the second time in three seasons.



Cowboys TE Jason Witten

TEAMS TO GO "WORST TO FIRST" IN DIVISION SINCE 2003			
SEASON	TEAM	RECORD	PRIOR SEASON RECORD
2003	Carolina	11-5	7-9
2003	Kansas City	13-3	8-8*
2004	Atlanta	11-5	5-11
2004	San Diego	12-4	4-12*
2005	Chicago	11-5	5-11
2005	New York Giants	11-5	6-10*
2005	Tampa Bay	11-5	5-11
2006	Baltimore	13-3	6-10*
2006	New Orleans	10-6	3-13
2006	Philadelphia	10-6	6-10
2007	Tampa Bay	9-7	4-12
2008	Miami	11-5	1-15
2009	New Orleans**	13-3	8-8
2010	Kansas City	10-6	4-12
2011	Denver	8-8	4-12
2011	Houston	10-6	6-10*
2012	Washington	10-6	5-11
2013	Carolina	12-4	7-9*
2013	Philadelphia	10-6	4-12
2015	Washington	9-7	4-12
2016	*Dallas*	*13-3*	*4-12*

***Tied for last place**

****Won Super Bowl**

SCORING REACHED RECORD HIGHS IN 2016

A total of 11,661 points were scored during the 2016 season, the third-highest total all-time (11,985 points in 2013 and 11,680 points in 2015). Games averaged 45.55 points per game, the third-highest average since the 1970 merger and trailing only the 46.82 points per game average in 2013 and the 45.63 average in 2015. In all, 1,306 total touchdowns were scored, also the third-most all-time.

YEAR	TOTAL POINTS SCORED
2013	11,985
2015	11,680
2016	*11,661*

YEAR	POINTS PER GAME AVG.
2013	46.82
2015	45.63
2016	*45.55*

YEAR	TOTAL TOUCHDOWNS
2013	1,338
2015	1,318
2016	*1,306*

Nine teams scored at least 400 points last season – Atlanta (540), New Orleans (469), New England (441), Green Bay (432), Dallas (421), Arizona (418), Oakland (416), Indianapolis (411) and San Diego (410) – tying the 2008, 2012, 2014 and 2015 seasons for the second-most all-time. Those nine teams combined for a .601 winning percentage and five qualified for the playoffs.

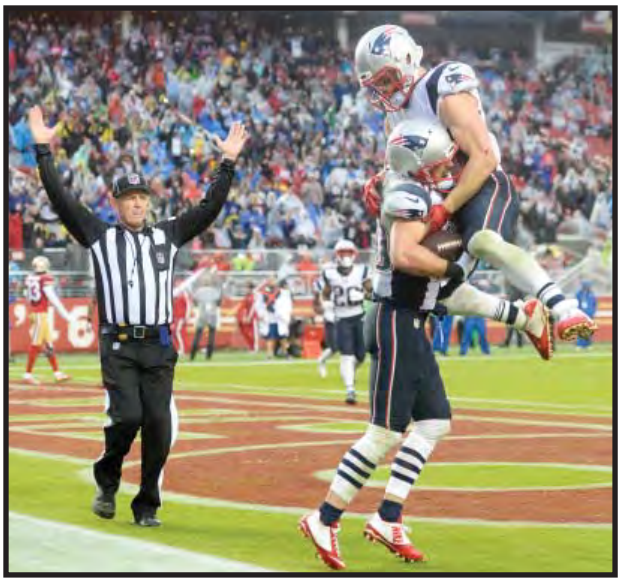
Led by the NFC champion Falcons, whose 540 points tied for the eighth-highest single-season total in NFL history, many of the NFL's top-scoring offenses translated those points into wins.

Super Bowl LI featured the top-scoring team in each conference – NFC's Atlanta (540) and AFC's New England (441).

The teams that scored at least 400 points in 2016:

TEAM	POINTS	W-L-T	WIN PCT.
Atlanta Falcons*	540	11-5	.688
New Orleans Saints	469	7-9	.438
New England Patriots*	441	14-2	.875
Green Bay Packers*	432	10-6	.625
Dallas Cowboys*	421	13-3	.813
Arizona Cardinals	418	7-8-1	.469
Oakland Raiders*	416	12-4	.750
Indianapolis Colts	411	8-8	.500
San Diego Chargers	410	5-11	.313

***Playoff team**



MINNESOTA TO HOST SUPER BOWL LII

U.S. Bank Stadium, home of the Minnesota Vikings, will host Super Bowl LII on February 4, 2018.

"We appreciate the collaborative effort from Minnesota's business and community leadership in putting together this winning bid," says Vikings Owner/President MARK WILF**. "It was evident to me and my brother** ZYGI **that the other NFL owners were extremely impressed with everything Minnesota had to offer, and we have no doubt they will be even more excited with what the community will deliver in February 2018."**

The game will be the first Super Bowl in Minnesota since Super Bowl XXVI when the Washington Redskins defeated the Buffalo Bills 37-24 on January 26, 1992 at The Metrodome.

Leading up to the Super Bowl, fans can attend the Bold North Festival, a 10-day festival featuring celebrations, parties, football and fun with events for all ages including the Minneapolis Loppet Ski Festival, snowmobiling and outdoor ice bars.

"It's a huge opportunity for us to showcase the things that we're proud of in Minnesota," says Super Bowl Host Committee Vice President of Communications ANDREA MOKROS**.**

The Bold North festival will open on January 26, giving local residents the opportunity to experience the festival before out-of-town guests arrive.

"Our goal for the week is to make sure everybody is involved," says Vikings Executive Vice President LESTER BAGLEY**.**

Aiming to impact the community long after Super Bowl LII, the Minnesota Super Bowl Host Committee has partnered with the Minnesota Department of Health's Statewide Health Improvement Program to form the Legacy Fund, a program that will provide 52 grants to 52 community projects across the state over the 52 weeks leading up to Super Bowl LII.

The Super Bowl Experience, the NFL's interactive theme park, will take place at the Minneapolis Convention Center, and will feature participatory games, displays, entertainment attractions, youth football clinics and free autograph sessions with both former and current NFL players.

SUPER BOWL HOST CITIES (I-LII)

CITY	SUPER BOWLS
New Orleans	10
South Florida	10
Los Angeles	7
Tampa Bay	4
Houston	3
Arizona	3
San Diego	3
Atlanta	2

CITY	SUPER BOWLS
Detroit	2
Minnesota	2*
San Francisco Bay Area	2
Indianapolis	1
Jacksonville	1
North Texas	1
New York/New Jersey	1

*Includes Super Bowl LII

FUTURE SUPER BOWL SITES

SUPER BOWL	DATE	SITE
LII	February 4, 2018	U.S. Bank Stadium, Minnesota
LIII	Feburary 3, 2019	Mercedes-Benz Stadium, Atlanta
LIV	Feburary 2, 2020*	Hard Rock Stadium, South Florida
LV	February 7, 2021*	Raymond James Stadium, Tampa
LVI	February 6, 2022*	New Los Angeles Stadium, Los Angeles

*Tentative date



NFL KICKOFF 2017

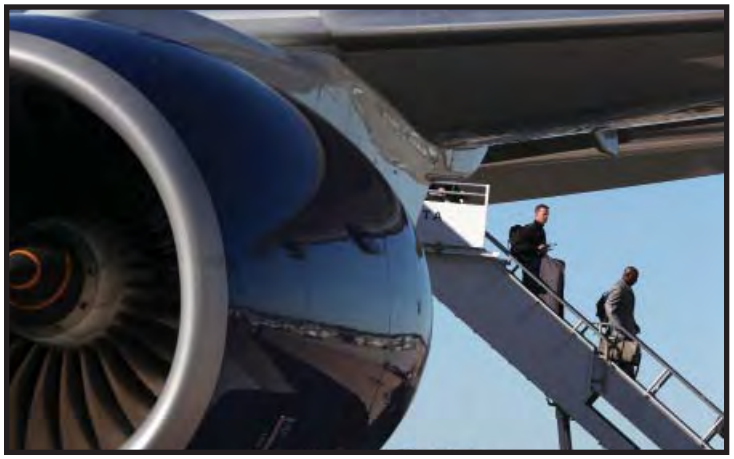
TOTAL MILES TRAVELED & NOTES ON 2017 TRAVEL

(Mileage is based on the estimated round-trip distance for every regular-season road game)

	TEAM	MILES
1.	Los Angeles Rams	32,600
2.	Oakland	30,899
3.	Arizona	30,035
4.	Miami	27,520
5.	Los Angeles Chargers	26,134
6.	Jacksonville	24,522
7.	Seattle	24,121
8.	San Francisco	24,092
9.	New York Giants	21,883
10.	New Orleans	20,968
11.	Washington	20,762
12.	Philadelphia	20,227
13.	Denver	18,842
14.	Houston	18,546
15.	Dallas	18,084
16.	Baltimore	18,055

	TEAM	MILES
17.	New England	17,830
18.	New York Jets	16,483
19.	Cleveland	16,386
20.	Kansas City	14,671
21.	Tampa Bay	13,683
22.	Buffalo	13,272
23.	Tennessee	13,048
24.	Atlanta	11,687
25.	Indianapolis	11,236
26.	Minnesota	10,460
27.	Carolina	9,808
28.	Chicago	8,318
29.	Detroit	8,218
30.	Green Bay	8,074
31.	Cincinnati	7,662
32.	Pittsburgh	6,694

- **The total distance traveled by all teams during the regular season will be 564,820 miles.**
- **The teams of the NFC West (110,848) have the highest combined mileage total of all divisions.**
- **The remaining division totals ranking from highest to lowest are the AFC West (90,546), NFC East (80,956), AFC East (75,105), AFC South (67,352), NFC South (56,146), AFC North (48,797) and NFC North (35,070).**



- **Five teams – the** LOS ANGELES RAMS **(32,600),** OAKLAND RAIDERS **(30,899),** ARIZONA CARDINALS **(30,035),** MIAMI DOLPHINS **(27,520) and** LOS ANGELES CHARGERS **(26,134) – will "travel around the world" at least once. A trip around the globe is 25,000 miles.**

NFL KICKOFF 2017

SURVEY SAYS

For more than two decades, NFL television ratings have been the highest of all televised sports. NFL games attract up 98.9 million viewers on an average weekly basis. NFL popularity can be measured in other ways as well. For instance:

- **The 2016 regular season reached 204 million unique viewers, representing 77 percent of all television homes and 68 percent of potential viewers in the U.S., and household ratings on each of the NFL's broadcast partners continue to outpace all other programming.**
- **The 2016 NFL regular season averaged 16.6 million viewers per game telecast.**
- **NFL games accounted for nine of the top 10 and 66 of the top 100 most-watched telecasts (based on average audience) from Labor Day through the end of the calendar year 2016.**
- **NFL games were the top-ranked program locally in NFL home television markets 88 percent of the time during the 2016 regular season.**
- **In addition, NBC's *Sunday Night Football* package ranked as the most-watched primetime program for a record sixth consecutive season averaging 20.3 million viewers.**
- **The average regular-season ratings for NFL games on broadcast television (including Sunday afternoon games) have exceeded the average primetime household ratings of the major over-the-air networks (currently ABC, CBS, FOX and NBC) for the past decade. For the 2016 regular season, this differential was 163 percent.**

The following charts detail television ratings for the major sports in 2015-2016 and the top 10 most watched television programs of all time:

Sports Telecasts Household Ratings in 2015-2016



Source: The Nielsen Company
2015-16 seasons were included for NBA and NHL data, given that the Playoffs and Finals had not finished for the 2016-17 seasons, as of May 2017.

Top 10 Most-Viewed Television Programs of All-Time

PROGRAM	DATE	NETWORK	TOTAL AUDIENCE
Super Bowl LI	02/05/17	FOX	172.0 million
Super Bowl 50	02/07/16	CBS	167.0 million
Super Bowl XLVII	02/03/13	CBS	164.5 million
Super Bowl XLV	02/06/11	FOX	163.1 million
Super Bowl XLVIII	02/02/14	FOX	161.5 million
Super Bowl XLIX	02/01/15	NBC	161.4 million
Super Bowl XLVI	02/05/12	NBC	159.3 million
Super Bowl XLIV	02/07/10	CBS	153.5 million
Super Bowl XLIII	02/01/09	NBC	151.7 million
Super Bowl XLII	02/03/08	FOX	148.3 million

Source: The Nielsen Company
Total Viewership is based on Total Audience based on a 6 minute qualifier (viewers had to tune into a program for at least 6 minutes). Total audience is a reach value that includes visitors.

NFL KICKOFF 2017

BEST KICKOFF WEEKEND PERFORMANCES, 1933-2016

(2016 Performances in Bold & Italics)

MOST YARDS RUSHING

PLAYER	YARDS	ATT	LG	TD
O.J. Simpson, Buffalo vs. New England, 9/16/73	**250**	**29**	**80t**	**2**
Arian Foster, Houston vs. Indianapolis, 9/12/10	**231**	**33**	**42**	**3**
Michael Turner, Atlanta vs. Detroit, 9/7/08	**220**	**22**	**66t**	**2**
Eddie George, Tennessee vs. Oakland, 8/31/97	**216**	**35**	**29t**	**1**
George Rogers, New Orleans vs. St. Louis, 9/4/83	**206**	**24**	**76t**	**2**
Gerald Riggs, Atlanta vs. New Orleans, 9/2/84	**202**	**35**	**57**	**2**
Duce Staley, Philadelphia vs. Dallas, 9/3/00	**201**	**26**	**60**	**1**
Norm Bulaich, Baltimore vs. N.Y. Jets, 9/19/71	**198**	**22**	**67t**	**1**
Curtis Martin, N.Y. Jets vs. Cincinnati, 9/12/04	**196**	**29**	**24t**	**1**
Alan Ameche, Baltimore vs. Chicago, 9/25/55	**194**	**21**	**79t**	**1**

MOST YARDS PASSING

PLAYER	YARDS	ATT	COMP	TD	INT
Norm Van Brocklin, L.A. Rams vs. N.Y. Yanks, 9/28/51	**554**	**41**	**27**	**5**	**2**
Tom Brady, New England vs. Miami, 9/12/11	**517**	**48**	**32**	**4**	**1**
Dan Marino, Miami vs. New England, 9/4/94	**473**	**42**	**23**	**5**	**1**
Peyton Manning, Denver vs. Baltimore, 9/5/13	**462**	**42**	**27**	**7**	**0**
Eli Manning, N.Y. Giants vs. Dallas, 9/8/13	**450**	**42**	**27**	**4**	**3**
Matt Ryan, Atlanta vs. New Orleans, 9/7/14	**448**	**43**	**31**	**3**	**0**
Kurt Warner, St. Louis vs. Denver, 9/4/00	**441**	**35**	**25**	**3**	**3**
Peyton Manning, Indianapolis vs. Houston, 9/12/10	**433**	**57**	**40**	**3**	**0**
Drew Brees, New Orleans vs. Oakland, 9/11/16	*423*	*42*	*28*	*4*	*0*
Cam Newton, Carolina vs. Arizona, 9/11/11	**422**	**37**	**24**	**2**	**1**

MOST YARDS RECEIVING

PLAYER	YARDS	REC	LG	TD
Frank Clarke, Dallas vs. Washington, 9/16/62	**241**	**10**	**58t**	**3**
Anquan Boldin, Arizona vs. Detroit, 9/7/03	**217**	**10**	**71t**	**2**
Hugh Taylor, Washington vs. Philadelphia, 9/28/47	**212**	**8**	**62t**	**3**
Lance Alworth, San Diego vs. Denver, 9/11/65	**211**	**7**	**48**	**1**
Irving Fryar, Miami vs. New England, 9/4/94	**211**	**5**	**54t**	**3**
Anquan Boldin, San Francisco vs. Green Bay, 9/8/13	**208**	**13**	**43**	**1**
Wes Chandler, New Orleans vs. Atlanta, 9/2/79	**205**	**6**	**42**	**1**
Don Maynard, N.Y. Jets vs. Kansas City, 9/15/68	**203**	**8**	**57t**	**2**
Marty Booker, Chicago vs. Minnesota, 9/8/02	**198**	**8**	**54**	**1**
Tim Smith, Houston vs. Green Bay, 9/4/83	**197**	**8**	**47t**	**1**

NFL KICKOFF 2017

BEST KICKOFF WEEKEND PERFORMANCES, PAST 10 YEARS

(2016 Performances in Bold & Italics)

MOST YARDS RUSHING

PLAYER	YARDS	ATT	LG	TD
Arian Foster, Houston vs. Indianapolis, 9/12/10	**231**	**33**	**42**	**3**
Michael Turner, Atlanta vs. Detroit, 9/7/08	**220**	**22**	**66t**	**2**
LeSean McCoy, Philadelphia vs. Washington, 9/9/13	**184**	**31**	**34t**	**1**
Adrian Peterson, Minnesota vs. Cleveland, 9/13/09	**180**	**25**	**64t**	**3**
Chris Brown, Tennessee vs. Jacksonville, 9/9/07	**175**	**19**	**42**	**0**
C.J. Spiller, Buffalo vs. N.Y. Jets, 9/9/12	**169**	**14**	**56t**	**1**
Carlos Hyde, San Francisco vs. Minnesota, 9/14/15	**168**	**26**	**18**	**2**
Darren McFadden, Oakland vs. Denver, 9/12/11	**150**	**22**	**47**	**0**
DeAngelo Williams, Pittsburgh vs. Washington, 9/12/16	***143***	***26***	***17***	***2***
Mike Bell, New Orleans vs. Detroit, 9/13/09	**143**	**28**	**22**	**0**

MOST YARDS PASSING

PLAYER	YARDS	ATT	COMP	TD	INT
Tom Brady, New England vs. Miami, 9/12/11	**517**	**48**	**32**	**4**	**1**
Peyton Manning, Denver vs. Baltimore, 9/5/13	**462**	**42**	**27**	**7**	**0**
Eli Manning, N.Y. Giants vs. Dallas, 9/8/13	**450**	**42**	**27**	**4**	**3**
Matt Ryan, Atlanta vs. New Orleans, 9/7/14	**448**	**43**	**31**	**3**	**0**
Peyton Manning, Indianapolis vs. Houston, 9/12/10	**433**	**57**	**40**	**3**	**0**
Drew Brees, New Orleans vs. Oakland, 9/11/16	***423***	***42***	***28***	***4***	***0***
Cam Newton, Carolina vs. Arizona, 9/11/11	**422**	**37**	**24**	**2**	**1**
Drew Brees, New Orleans vs. Green Bay, 9/8/11	**419**	**49**	**32**	**3**	**0**
Chad Henne, Miami vs. New England, 9/12/11	**416**	**49**	**30**	**2**	**1**
Colin Kaepernick, San Francisco vs. Green Bay, 9/8/13	**412**	**39**	**27**	**3**	**0**

MOST YARDS RECEIVING

PLAYER	YARDS	REC	LG	TD
Anquan Boldin, San Francisco vs. Green Bay, 9/8/13	**208**	**13**	**43**	**1**
Randy Moss, New England vs. N.Y. Jets, 9/9/07	**183**	**9**	**51t**	**1**
A.J. Green, Cincinnati vs. New York Jets, 9/11/16	***180***	***12***	***54***	***1***
Steve Smith, Carolina vs. Arizona, 9/11/11	**178**	**8**	**77t**	**2**
Willie Snead, New Orleans vs. Oakland, 9/11/16	***172***	***9***	***49***	***1***
Keenan Allen, San Diego vs. Detroit, 9/13/15	**166**	**15**	**21**	**0**
Calvin Johnson, Detroit vs. N.Y. Giants, 9/8/14	**164**	**7**	**67t**	**2**
Austin Collie, Indianapolis vs. Houston, 9/12/10	**163**	**11**	**73t**	**1**
A.J. Green, Cincinnati vs. Chicago, 9/8/13	**162**	**9**	**45t**	**2**
Reggie Wayne, Indianapolis vs. Jacksonville, 9/13/09	**162**	**10**	**39**	**1**

THE LAST TIME

(2016 games in red)

PASSING

500 YARDS, GAME	513, Derek Carr, Oakland at Tampa Bay, 10/30/2016 503, Matt Ryan, Atlanta vs. Carolina, 10/2/2016
7 TD PASSES, GAME	Drew Brees, New Orleans vs. New York Giants, 11/1/2015
60 ATTEMPTS, GAME	63, Eli Manning, New York Giants at Philadelphia, 12/22/2016 60, Carson Wentz, Philadelphia at Cincinnati, 12/4/2016
20 CONSECUTIVE COMP., GAME	24, Matt Schaub, Houston vs. Jacksonville, 11/18/2012 (OT)
99-YARD TD PASS	Tom Brady to Wes Welker, New England vs. Miami, 9/12/2011 Eli Manning to Victor Cruz, New York Giants vs. New York Jets, 12/24/2011

RECEIVING

3 100-YARD GAMES, SAME TEAM	Dallas vs. Denver, 10/6/2013 Jason Witten, 7-121-1; Dez Bryant, 6-141-2; Terrance Williams, 4-151-1
300 YARDS, GAME	300, Julio Jones, Atlanta vs. Carolina, 10/2/2016
15 RECEPTIONS, GAME	16, Antonio Brown, Pittsburgh vs. Denver, 12/20/2015 17, Antonio Brown, Pittsburgh vs. Oakland, 11/8/2015 15, Keenan Allen, San Diego vs. Denver, 9/13/2015
4 TDs, GAME	Jamaal Charles, Kansas City vs. Oakland, 12/15/2013 Eric Decker, Denver vs. Kansas City, 12/1/2013 Marvin Jones, Cincinnati vs. New York Jets, 10/27/2013

RUSHING

5 TDs, GAME	Clinton Portis, Denver vs. Kansas City, 12/7/2003
4 TDs, GAME	Jonas Gray, New England vs. Indianapolis, 11/16/2014 Marshawn Lynch, Seattle vs. New York Giants, 11/9/2014
40 ATTEMPTS, GAME	40, Shaun Alexander, Seattle vs. Green Bay, 11/27/2006
250 YARDS, GAME	251, Doug Martin, Tampa Bay vs. Oakland, 11/4/2012



Raiders QB
Derek Carr



Giants QB
Eli Manning

NFL KICKOFF 2017

INTERCEPTIONS

4, GAME	DeAngelo Hall, Washington vs. Chicago, 10/24/2010
3, GAME	Kurt Coleman, Philadelphia vs. Washington, 10/16/2011
2 TDs, GAME	Janoris Jenkins, St. Louis vs. Tennessee, 11/25/2012 Zach Brown, Tennessee vs. Jacksonville, 12/30/2012
100-YARD TD RETURN	100, Xavier Rhodes, Minnesota vs. Arizona, 11/20/2016

SCORING

8 PATs, GAME	8, Matt Bryant, Atlanta vs. Tampa Bay, 9/18/2014
3 FGs, 50 YARDS OR MORE, GAME	Justin Tucker, Baltimore vs. Cincinnati, 11/27/2016
60 OR MORE POINTS, GAME, TEAM	New Orleans (62) vs. Indianapolis (7), 10/23/2011
100 OR MORE POINTS, GAME, BOTH TEAMS	101, New Orleans (52) vs. New York Giants (49), 11/1/2015
SCORELESS TIE	New York Giants vs. Detroit, 11/7/1943

KICKOFF RETURNS

2 TDs, GAME	Leon Washington, Seattle vs. San Diego, 9/26/2010
2 CONSECUTIVE TDs, BOTH TEAMS, GAME	New England vs. Oakland, 12/14/2008

PUNT RETURNS

2 TDs, GAME	Darius Reynaud, Tennessee vs. Jacksonville, 12/30/2012



Ravens K
Justin Tucker



Vikings CB
Xavier Rhodes

NFL KICKOFF 2017

STARTING RECORDS OF ACTIVE NFL QUARTERBACKS

(Minimum 10 regular-season starts)

	REGULAR SEASON				POSTSEASON			OVERALL			
QUARTERBACK	W	L	T	PCT.	W	L	PCT.	W	L	T	PCT.
Dak Prescott	13	3	0	.813	0	1	.000	13	4	0	.765
Tom Brady	183	52	0	.779	25	9	.735	208	61	0	.773
Russell Wilson	56	23	1	.706	8	4	.667	64	27	1	.701
Ben Roethlisberger	123	60	0	.672	13	7	.650	136	67	0	.670
Aaron Rodgers	90	45	0	.667	9	7	.563	99	52	0	.656
Brock Osweiler	13	8	0	.619	1	1	.500	14	9	0	.609
Drew Stanton	8	5	0	.615	0	0	.000	8	5	0	.615
Andrew Luck	43	27	0	.614	3	3	.500	46	30	0	.605
Andy Dalton	56	35	2	.613	0	4	.000	56	39	2	.588
Teddy Bridgewater	17	11	0	.607	0	1	.000	17	12	0	.586
Joe Flacco	83	55	0	.601	10	5	.667	93	60	0	.608
Matt Ryan	85	57	0	.599	3	5	.375	88	62	0	.587
Alex Smith	79	56	1	.585	2	4	.333	81	60	1	.574
Trevor Siemian	8	6	0	.571	0	0	.000	8	6	0	.571
Drew Brees	131	101	0	.565	6	5	.545	137	106	0	.564
Cam Newton	51	40	1	.560	3	3	.500	54	43	1	.556
Nick Foles	20	16	0	.556	0	1	.000	20	17	0	.541
Philip Rivers	97	79	0	.551	4	5	.444	101	84	0	.546
Eli Manning	108	91	0	.543	8	4	.667	116	95	0	.550
Matt Moore	15	13	0	.536	0	1	.000	15	14	0	.517
Brian Hoyer	16	15	0	.516	0	1	.000	16	16	0	.500
Carson Palmer	89	84	1	.514	1	3	.250	90	87	1	.508
Mark Sanchez	37	35	0	.514	4	2	.667	41	37	0	.526
Matt Schaub	47	45	0	.511	1	1	.500	48	46	0	.511
Tyrod Taylor	14	14	0	.500	0	0	.000	14	14	0	.500



Cowboys QB Dak Prescott



Patriots QB Tom Brady



Seahawks QB Russell Wilson

NFL KICKOFF 2017

NFL KICKOFF 2017

	REGULAR SEASON				POSTSEASON			OVERALL			
QUARTERBACK	W	L	T	PCT.	W	L	PCT.	W	L	T	PCT.
Shaun Hill	17	18	0	.486	0	0	.000	17	18	0	.486
Colin Kaepernick	28	30	0	.483	4	2	.667	32	32	0	.500
Ryan Tannehill	37	40	0	.481	0	0	.000	37	40	0	.481
Kirk Cousins	19	21	1	.476	0	1	.000	19	22	1	.464
Jameis Winston	15	17	0	.469	0	0	.000	15	17	0	.469
Derek Carr	22	25	0	.468	0	0	.000	22	25	0	.468
Matthew Stafford	51	58	0	.468	0	3	.000	51	61	0	.455
Matt Cassel	36	44	0	.450	0	1	.000	36	45	0	.444
Carson Wentz	7	9	0	.438	0	0	.000	7	9	0	.438
Derek Anderson	20	27	0	.426	0	0	.000	20	27	0	.426
Sam Bradford	32	45	1	.417	0	0	.000	32	45	1	.417
Marcus Mariota	11	16	0	.407	0	0	.000	11	16	0	.407
Christian Ponder	14	21	1	.403	0	0	.000	14	21	1	.403
Ryan Fitzpatrick	46	69	1	.401	0	0	.000	46	69	1	.401
Geno Smith	12	18	0	.400	0	0	.000	12	18	0	.400
Kellen Clemens	8	13	0	.381	0	0	.000	8	13	0	.381
Robert Griffin III	15	25	0	.375	0	1	.000	15	26	0	.366
Case Keenum	9	15	0	.375	0	0	.000	9	15	0	.375
EJ Manuel	6	11	0	.353	0	0	.000	6	11	0	.353
Chad Henne	18	35	0	.340	0	0	.000	18	35	0	.340
Josh McCown	18	42	0	.300	0	0	.000	18	42	0	.300
Terrelle Pryor	3	7	0	.300	0	0	.000	3	7	0	.300
Colt McCoy	7	18	0	.280	0	0	.000	7	18	0	.280
Mike Glennon	5	13	0	.278	0	0	.000	5	13	0	.278
Blake Bortles	11	34	0	.244	0	0	.000	11	34	0	.244
Brandon Weeden	6	19	0	.240	0	0	.000	6	19	0	.240
Blaine Gabbert	9	31	0	.225	0	0	.000	9	31	0	.225
Luke McCown	2	8	0	.200	0	0	.000	2	8	0	.200
Dan Orlovsky	2	10	0	.167	0	0	.000	2	10	0	.167
Zach Mettenberger	0	10	0	.000	0	0	.000	0	10	0	.000

NFL KICKOFF 2017

2017 NFL STRENGTH OF SCHEDULE

TEAM	OPPONENTS' 2016 PCT. & RECORD				GAMES VS. TEAMS .500 OR BETTER	GAMES VS. 2016 PLAYOFF TEAMS
Denver Broncos	0.578	147	107	2	8	10
Kansas City Chiefs	0.576	147	108	1	8	11
Los Angeles Chargers	0.568	145	110	1	8	11
Oakland Raiders	0.564	144	111	1	6	11
Buffalo Bills	0.561	143	112	1	7	10
Miami Dolphins	0.547	140	116	0	5	9
Washington Redskins	0.543	138	116	2	7	9
New York Jets	0.535	137	119	0	7	9
New York Giants	0.535	135	117	4	6	10
Dallas Cowboys	0.531	134	118	4	7	10
Philadelphia Eagles	0.531	134	118	4	7	10
New England Patriots	0.527	135	121	0	7	9
Atlanta Falcons	0.521	133	122	1	6	9
Tampa Bay Buccaneers	0.518	132	123	1	7	8
New Orleans Saints	0.510	130	125	1	6	10
Carolina Panthers	0.504	129	127	0	6	9
Los Angeles Rams	0.482	121	130	5	5	9
Green Bay Packers	0.480	122	132	2	6	10
Chicago Bears	0.479	122	133	1	6	10
San Francisco 49ers	0.475	119	132	5	5	8
Cleveland Browns	0.469	119	135	2	5	10
Detroit Lions	0.469	119	135	2	5	9
Arizona Cardinals	0.467	118	135	3	6	10
Baltimore Ravens	0.461	117	137	2	7	10
Houston Texans	0.455	115	138	3	4	9
Seattle Seahawks	0.455	115	138	3	5	8
Pittsburgh Steelers	0.453	115	139	2	5	10
Minnesota Vikings	0.453	115	139	2	6	9
Cincinnati Bengals	0.449	115	141	0	5	11
Tennessee Titans	0.439	111	142	3	6	9
Jacksonville Jaguars	0.439	111	142	3	4	9
Indianapolis Colts	0.424	107	146	3	4	8

NFL ON TV IN 2017

Includes Thursday Night Football "Tri-Cast" distribution model of broadcast (CBS/NBC), cable (NFL Network) & digital (Amazon Prime)

NFL fans continue to tune in to the sport they love. Here's a look at what's in store on TV in 2017.

The regular-season schedule – spanning 17 weeks and 256 games – kicks off on Thursday night, September 7 in New England and concludes on Sunday, December 31 with 16 division games.

The season begins with the NFL's annual primetime kickoff game. The opener on September 7 on NBC (8:30 PM ET) will feature the defending champion New England Patriots hosting the Kansas City Chiefs at Gillette Stadium.

Week 1 is a FOX **national weekend with the key doubleheader game on Sunday, September 10 (4:25 PM ET) featuring the Seattle Seahawks at the Green Bay Packers. Week 3 is the first** CBS **national weekend with the key doubleheader game showcasing the Cincinnati Bengals facing the Packers at Lambeau Field.**

NBC's *Sunday Night Football* **gets underway on September 10 when the Dallas Cowboys host the New York Giants (8:30 PM ET) at AT&T Stadium.**

Kickoff Weekend concludes on Monday, September 11 with an ESPN *Monday Night Football* **doubleheader. The Minnesota Vikings will host the New Orleans Saints (7:10 PM ET) in the first game followed by the Los Angeles Chargers visiting the Denver Broncos in the nightcap (10:20 PM ET).**

ESPN **will televise one game each Monday night in Weeks 2-16. There will be no Monday night game on the final regular-season weekend (Week 17) to provide more flexibility for the scheduling of the opening weekend of the NFL playoffs. The 2018 Pro Bowl will be played on Sunday, January 28 (3:00 PM ET) at Orlando's Camping World Stadium and will be simulcast nationally on ABC and ESPN. It marks the first time the Pro Bowl will air on both broadcast and cable networks.**

A select number of games will be "cross-flexed," moving between CBS **and** FOX **to bring potentially under-distributed games to wider audiences. Some of those contests have already been announced, including the Seahawks at the Giants (4:25 PM ET, CBS) in Week 7 and the Vikings at the Carolina Panthers (1:00 PM ET, CBS) in Week 14. Other "cross-flexed" games will be decided during the season.**

The regular season will conclude with Week 17 on Sunday, December 31. For the eighth consecutive year, all 16 games scheduled for Week 17 are division contests, enhancing the potential for more games with playoff ramifications.

Other highlights of the schedule include:

In Week 2, the Atlanta Falcons will open their new home – Mercedes-Benz Stadium – on Sunday, September 17 in primetime (8:30 PM ET, NBC) when they host the Packers in a rematch of last season's NFC Championship Game. Earlier that day, the Chargers will make their return to Los Angeles as they host the Miami Dolphins at the StubHub Center (4:05 PM ET, CBS).

The Patriots will host the Falcons in Week 7 on Sunday night, October 22 (8:30 PM ET, NBC) in a rematch of Super Bowl LI, the first Super Bowl in NFL history to go into overtime.

Thanksgiving will feature a tripleheader on Thursday, November 23. The first game will send the Vikings to Detroit to face the Lions (12:30 PM ET, FOX) for the second consecutive year. The late afternoon game will feature the Chargers visiting the Cowboys (4:30 PM ET, CBS). The holiday concludes with the Washington Redskins hosting the Giants on NBC (8:30 PM ET).

In Week 16, NBC's *Sunday Night Football* game (Vikings at Packers) will move to Saturday night, December 23 (8:30 PM ET, NBC) due to Christmas Eve and is not subject to flexible scheduling. Christmas Day will feature a doubleheader on Monday, December 25 with the Houston Texans hosting the Pittsburgh Steelers (4:30 PM ET, NBC/NFLN/Amazon Prime) in the first game and the Oakland Raiders visiting the Philadelphia Eagles (8:30 PM ET, ESPN) in primetime.

The NFL's international slate includes four games in London – the first time the league will play four games in the UK – and one in Mexico City. On Sunday, September 24, the Jacksonville Jaguars will host the Baltimore Ravens at London's Wembley Stadium (9:30 AM ET) in a contest that will be streamed globally by Verizon. The next weekend, on Sunday, October 1, the Dolphins will host the Saints at Wembley (9:30 AM ET, FOX). In Week 7, the Los Angeles Rams will host the Arizona Cardinals at Twickenham Stadium on Sunday, October 22 (1:00 PM ET, FOX). The following week, the Cleveland Browns will host the Vikings at Twickenham on Sunday, October 29 (9:30 AM ET, NFLN). The NFL will return to Mexico City on Sunday, November 19 (4:25 PM ET, CBS) when the Oakland Raiders host the Patriots at Estadio Azteca.

The NFL has partnered with Amazon Prime **this season and will once again use a** "Tri-Cast" distribution model **of broadcast (**CBS/NBC**), cable (**NFL Network**) and digital (**Amazon Prime**) for 10 *Thursday Night Football* games and a Christmas Day contest. CBS and NBC will each broadcast five** *Thursday Night Football* **games which will be simulcast on NFL Network and streamed to Amazon Prime members worldwide. NBC will also broadcast the Christmas Day game. CBS will start in Week 4 (Thursday, September 28) when the Packers host the Chicago Bears. NBC's Tri-Cast package begins in Week 10 (Thursday, November 9) when the Seahawks visit the Arizona Cardinals. Additionally,** NFL Network **will also exclusively televise a seven-game schedule comprised of three *Thursday Night Football* games, three late-season Saturday contests and a Sunday morning London matchup.**

The NFL's 32 teams will each play 16 games over 17 weeks. Byes will begin in Week 5 and end in Week 11.

NFL KICKOFF 2017

"Flexible scheduling" will be used in Weeks 10-15 and 17. Additionally, in Weeks 5-9, flexible scheduling may be used in no more than two weeks. In Weeks 5-15, the schedule lists the games tentatively set for *Sunday Night Football* on NBC. Only Sunday afternoon games are eligible to be moved to Sunday night, in which case the tentatively scheduled Sunday night game would be moved to an afternoon start time. Flexible scheduling will not be applied to games airing on Thursday, Saturday or Monday nights. A flexible scheduling move would be announced at least 12 days before the game. For Week 17, the Sunday night game will be announced no later than six days prior to December 31. The schedule does not list a Sunday night game in Week 17, but an afternoon game with playoff implications will be moved to that time slot. Flexible scheduling ensures quality matchups in all Sunday time slots in those weeks and gives "surprise" teams a chance to play their way into prime time.

The playoffs will include four division winners and two wild cards from each conference. The playoffs begin with Wild Card Weekend on Saturday and Sunday, January 6-7. The two division winners with the best records in each conference will earn first-round byes.

Wild Card Weekend winners join the top two division champions in each conference in the Divisional Playoffs on Saturday and Sunday, January 13-14. The AFC and NFC Championship Games will be played on Sunday, January 21. The winners meet two weeks later on Sunday, February 4 in Super Bowl LII at Minnesota's U.S. Bank Stadium (NBC).

The Pro Bowl will be played on Sunday, January 28 (3:00 PM ET, ABC/ESPN) at Orlando's Camping World Stadium.

The NFL is the only sports league that presents all regular-season and postseason games on free, over-the-air television in local markets. All postseason games are televised nationally.

FLEXIBLE SCHEDULING

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NFL RADIO 2017: WESTWOOD ONE & SIRIUS XM COVER THE NFL

NFL fans can listen to games on the radio in a number of ways – on Westwood One and SiriusXM NFL Radio.

WESTWOOD ONE **remains the official network radio partner of the NFL, its 31st consecutive season with that distinction.**

The Westwood One NFL schedule features more than 60 national games, including the Thursday night Kickoff game, Monday Night Football, Sunday Night Football, Thursday Night Football, the Thanksgiving Day tripleheader and the entire postseason, culminating with Super Bowl LII at U.S. Bank Stadium. Westwood One also broadcasts a Sunday afternoon NFL doubleheader each week during the regular season, and produces weekly specialty programs, including The NFL Today, NFL Preview, NFL Insider, NFL Sunday and NFL Fantasy Football Forecast.

KEVIN HARLAN **and** BOOMER ESIASON **return as the lead broadcast crew, calling Monday Night Football and Super Bowl LII for the network. This will mark the 31st consecutive year and 45th time overall that Westwood One will be the exclusive network radio home of football's biggest game.**

In addition to being heard on more than 500 radio stations across the United States, all of Westwood One's primetime NFL broadcasts can also be heard on SiriusXM Satellite Radio, as well as online and on mobile devices. For complete information regarding Westwood One's NFL coverage, including schedules, announcers, highlights, features, interviews and more, log on to westwoodonesports.com.

Westwood One SPORTS

SIRIUSXM NFL RADIO

This year will mark the NFL's 14th season on SiriusXM**. SiriusXM creates and offers commercial-free music, premier sports talk and live events, comedy, news, exclusive talk and entertainment programming.**

SiriusXM provides live play-by-play of every NFL game from the preseason through Super Bowl LII on satellite radios, as well as on the SiriusXM app and online at SiriusXM.com for its satellite radio subscribers.

SiriusXM NFL RADIO **(channel 88 on satellite radios and on the SiriusXM app) offers in-depth radio coverage of the NFL 24 hours a day, 365 days a year. SiriusXM NFL Radio offers a daily lineup of exclusive talk programming hosted by former NFL stars and radio personalities. For more information visit siriusxm.com/nfl.**

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SIRIUSXM NFL RADIO SCHEDULE

WEEKDAY PROGRAMMING	TIME (All times ET)	HOSTS
"The Morning Kickoff"	6:00-7:00 AM	Ross Tucker
"The Opening Drive"	7:00-11:00 AM	Bob Papa, Ross Tucker, Booger McFarland, Solomon Wilcots, Torry Holt
"The SiriusXM Blitz"	11:00 AM-3:00 PM	Bruce Murray, James Lofton, Brady Quinn
"Movin' the Chains"	3:00-7:00 PM	Jim Miller, Pat Kirwan
"Late Hits"	7:00-11:00 PM	Alex Marvez, Gil Brandt, Bill Polian

SATURDAY PROGRAMMING	TIME (All times ET)	HOSTS
"The Weekend Kickoff"	8:00-11:00 AM	Alex Marvez & Tim Brown
"Press Coverage"	11:00 AM-2:00 PM	Vic Carucci, Dan Leberfeld
"Pro Football Hall of Fame Radio"	2:00-4:00 PM	Howard Balzer, Joe Horrigan & Gold Jacket Guest Hosts
"The End Zone"	4:00-7:00 PM	Jim Miller & Pat Kirwan
"Late Hits"	7:00-11:00 PM	Zig Fracassi

SUNDAY PROGRAMMING	TIME (All times ET)	HOSTS
"The Stadium Tailgate Show"	9:00 AM-Noon	Casey Stern, Gil Brandt
"The Sunday Drive"	Noon-8:00 PM	Steve Torre, Bill Lekas
"NFL Rewind"	Midnight-2:00 AM	Zig Fracassi

NFL CALENDAR				
September 7, 10-11	Kickoff 2017		January 13-14	Divisional Playoffs
October 31	Trading deadline		January 21	Conference Championships
December 31	Regular season ends		January 28	Pro Bowl, Orlando, Florida (ESPN)
January 6-7	Wild Card Playoffs		February 4	Super Bowl LII, Minnesota (NBC)

WOMEN'S IMPACT ON NFL KEEPS GROWING

Super Bowl LI averaged 51.8 million female viewers, making it the fourth most-watched show of all-time among women. Since 2010, Super Bowls represent the eight most-watched shows ever among women.

Additionally, for the 12th consecutive year, more women watched the Super Bowl than the combined male and female audience for both the Academy Awards (33 million) and the Grammy Awards (26.1 million).

Overall, more than 86 million women watched the 2016 NFL season. According to ESPN Sportspoll, female sports fans choose the NFL over any other sport. More women identify the NFL as their favorite sport (20.9 percent) than the MLB (11.5 percent) and NBA (8.5 percent) combined. Women make up 46 percent of the NFL fan base.

Women are not just watching and following the NFL. Some very accomplished women recently joined the NFL - or were elevated to new positions - to change the game both on and off the field, including CATHY LANIER**,** MARY ANN TURCKE**,** JULIE HADDON**,** AMY STEADMAN**,** SAM RAPOPORT **and** TERRI VALENTI**.**



As Senior Vice President of Security, Cathy Lanier (left) supervises all operations and activities of the NFL security department, overseeing coordination with the league office and the 32 clubs. A 26-year veteran in law enforcement, Lanier serves as the NFL's primary supervisor of investigative programs, event security including the Super Bowl and international games, game integrity programs, and department administration. Lanier, who most recently served as the Chief of Police for the Metropolitan Police Department for the District of Columbia, now works with federal, state and local law entities to ensure the security of the NFL's venues, fans, players, staff and infrastructure.

Mary Ann Turcke (right) was recently named the NFL's President of Digital Media and NFL Network. Turcke, formerly President of Bell Media (Canada's largest media company), leads the operations of the NFL Network, as well as oversees NFL owned and operated media assets including NFL Films, NFL Digital and NFL.com. Turcke also supervises digital product development and execution against the NFL's content strategy and roadmap.





This past year, Julie Haddon (left), founder and CEO of The Marketing Farm, was named the NFL's Senior Vice President of Marketing for NFL Media. Bringing more than 20 years of experience in media marketing and entertainment to the NFL, Haddon is responsible for the brand and marketing strategies for all NFL Media properties, which include NFL Network, NFL Now, NFL Mobile, NFL.com, NFL Films and NFL RedZone. Additionally, her responsibilities include ensuring the continued growth of the NFL audience and increasing the visibility of league initiatives across internal and external media platforms.

NFL KICKOFF 2017



As the NFL's Vice President of Media Strategy & Business Development, Amy Steadman (right) works to enhance existing relationships with broadcast partners and explore new revenue and partnership opportunities in an ever-evolving media landscape. Prior to joining the NFL this past season, Steadman, a Harvard Business School graduate, previously worked at The Carlyle Group, specializing in the Technology, Media, and Telecommunications sector.



Sam Rapoport (left) was named the NFL's Director of Football Development last September. Rapoport spearheads programming designed to identify, develop and promote qualified female candidates into Football Operations positions at NFL clubs with a focus on coaching, scouting and operations.

During the offseason, Rapoport created the NFL's Women's Careers in Football Forum aimed at inspiring and educating females to apply for positions in football. She also administered the first-ever NFL symposium designed to connect and develop women currently in Football Operations roles.



This season, Terri Valenti (right) will make history as the NFL's first female replay official. Valenti has worked in instant replay for the NFL for the past five seasons, serving as a replay communicator from 2012-15 and a replay assistant in 2016 before being promoted to her current position. Prior to turning her focus to replay, Valenti was an on-field official at the high school, collegiate and professional level (Arena Football League, United Football League), as well as in various international football leagues.

The impact of women permeates the NFL at all levels, with some key women at the helm of NFL teams and in important positions at the league. At the NFL office, women account for 26.5 percent of employees at the Vice President level and above and 32.6 percent of all employees. Overall, women hold 30.7 percent of management positions across the NFL, including 14 who are either principal owners or hold significant ownership stakes in NFL franchises.

Below is a list of female executives in the NFL at the vice president level and above:

NAME	TITLE	ORGANIZATION
Theresa Abato	VP, Suite Sales & Service	Baltimore Ravens
Charlotte Jones Anderson	EVP/Chief Brand Officer	Dallas Cowboys
Renie Anderson	SVP, Sponsorship and Partnership Management	National Football League
Michelle Andres	SVP, Digital Media and Broadcasting	Baltimore Ravens
Dawn Aponte	Chief Football Administrative Officer	National Football League
Mary Pat Augenthaler	VP, Events	National Football League
Gayle Benson	Executive Officer	New Orleans Saints
Nicole Bienert	VP, Partnership Activation	Miami Dolphins
Katie Blackburn	EVP	Cincinnati Bengals
Rosie Bone	SVP, Community Relations and Public Affairs	Oakland Raiders
Jeanne Bonk	EVP/Chief Operating Officer	Los Angeles Chargers

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NAME	TITLE	ORGANIZATION
Robin Boudreau	VP, Human Resources	New England Patriots
Melissa Brown	VP, Commercial Partnerships	NFL UK
Lisa Chang	SVP, Human Resources	Atlanta Falcons
Pat Curley	VP, Information Technology, The Kraft Group	New England Patriots
Aileen Dagrosa	SVP, General Counsel	Philadelphia Eagles
Anastasia Danias	SVP/Chief Litigation Officer	National Football League
Jennifer Davenport	VP, Marketing and Community Development	Houston Texans
Carol Davis	Owner	Oakland Raiders
Laini DeLawter	VP, Ticket and Fan Services	Philadelphia Eagles
Dolores DiBella	VP, Legal	National Football League
Tina D'Orazio	VP, Office of the Chairman and Chief Executive Officer	Philadelphia Eagles
Tanya Dreesen	VP, Partnerships Activation and Special Projects	Minnesota Vikings
Gabrielle Valdez Dow	VP, Marketing and Fan Development	Green Bay Packers
Brooke Ellenberger	VP, Ticketing	Tennessee Titans
Johanna Faries	VP, Fan Strategy and Development	National Football League
Jen Ferron	SVP, Marketing and Brand Development	New England Patriots
Kimberly Fields	Special Assistant to the Commissioner	National Football League
Kelly Flanagan	SVP/Chief Financial Officer	Jacksonville Jaguars
Martha Firestone Ford	Owner/Chairman	Detroit Lions
Casey Foyt	Vice Chair/Owner	Indianapolis Colts
Maria Franklin	VP, International	National Football League
Lisa Friel	SVP/Special Counsel for Investigations	National Football League
Gretchen Geitter	VP, Community Relations	Buffalo Bills
Jessica Gelman	CEO, Kraft Analytics Group	New England Patriots
Amanda Gibbison-Briggs	VP, IT and Business Enterprise Solutions	National Football League
Robyn Glaser	VP, The Kraft Group and Club Counsel	New England Patriots
Anne Gordon	SVP, Media and Communications	Philadelphia Eagles
Hannah Gordon	General Counsel	San Francisco 49ers
Emily Griffin	SVP, Marketing and Partnerships	Detroit Lions
Julie Haddon	SVP, Marketing for NFL Media	National Football League
Sheila Ford Hamp	Vice Chair	Detroit Lions
Renee Harvey	VP, Cleveland Browns Foundation	Cleveland Browns
Dee Haslam	Owner	Cleveland Browns
Molly Higgins	VP, Community Affairs and Engagement	Los Angeles Rams
Natara Holloway	VP, Youth and High School Football	National Football League
Tery Howard	SVP/Chief Technology Officer	Miami Dolphins
Nancy Hubacher	VP, Sales & Marketing	Washington Redskins
Dawn Hudson	EVP/Chief Marketing Officer	National Football League

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NAME	TITLE	ORGANIZATION
Patty Inglis	EVP	San Francisco 49ers
Kalen Jackson	Vice Chair/Owner	Indianapolis Colts
Gretchen Geitter	VP, Community Relations	Buffalo Bills
Carlie Irsay-Gordon	Vice Chair/Owner	Indianapolis Colts
Anna Isaacson	SVP, Social Responsibility and Communications	National Football League
Elizabeth Jackson	VP, Human Resources	Baltimore Ravens
Stacy Johns	VP, Finance and Human Resources	Indianapolis Colts
Linda Glazer	Owner	Tampa Bay Buccaneers
Darcie Glazer Kassewitz	Co-President, Glazer Family Foundation	Tampa Bay Buccaneers
Jenneen Kaufman	SVP/Chief Financial Officer	Tennessee Titans
Cindy Kelley	SVP, Human Resources & Administration	Seattle Seahawks
Cindy Kellogg	VP, Community Development	Denver Broncos
Elizabeth Ford Kontulis	Vice Chair	Detroit Lions
Kelly Kozole	SVP, Business Development	Detroit Lions
Kirsten Krug	VP, Human Resources and Administration	Kansas City Chiefs
Jennifer Langton	VP, Health and Safety Policy	National Football League
Cathy Lanier	SVP, Security	National Football League
Ronit Larone	VP, Senior Coordinating Producer	NFL Network
Nicole Ledvina	VP, Human Resources	Green Bay Packers
Belinda Lerner	VP, Alumni Affairs and Retired Player Programs	National Football League
Susan Lewis	Owner	Tennessee Titans
Marilan Logan	VP/Chief Accounting Officer	Houston Texans
Jennifer Love	VP, Production	NFL Network
Christina Weiss Lurie	Owner/President Eagles Youth Partnerships and Social Responsibility	Philadelphia Eagles
Rhiannon Madden	VP, Consumer Products	National Football League
Allison Maki	SVP, Administration/Chief Financial Officer	Detroit Lions
Jessica Mandler	VP, Human Resources	New York Jets
Lisa Manning	VP, Marketing	Arizona Cardinals
Rachel Margolies	VP, Legal	National Football League
Qiava Martinez	VP, Premium Seating and Service	Oakland Raiders
Virginia McCaskey	Owner	Chicago Bears
Susan McGalla	VP, Business Strategy and Creative Development	Pittsburgh Steelers
Kim McFadden	VP, Human Resources	National Football League
Michelle McKenna-Doyle	SVP/Chief Information Officer	National Football League
Penny McPhee	President, Arthur M. Blank Family Foundation	Atlanta Falcons
Julie Moeller	VP, Digital Media	National Football League
Jocelyn Moore	SVP, Public Policy & Government Affairs	National Football League
Martha Ford Morse	Vice Chair	Detroit Lions

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NAME	TITLE	ORGANIZATION
Erica Muhleman	EVP, Business Development	Buffalo Bills
Karen Murphy	SVP/Chief Financial Officer	Chicago Bears
Cheryl Nichols	SVP, Administration, Facilities and Ownership	Oakland Raiders
Karin Nelsen	VP, Legal & Human Resources	Minnesota Vikings
Vicky Neumeyer	SVP/General Counsel	New Orleans Saints
Kim Pegula	Owner	Buffalo Bills
Kristie Pappal	VP, Human Resources	Philadelphia Eagles
Megha Parekh	SVP/Chief Legal Officer	Jacksonville Jaguars
Morgan Shaw Parker	VP, Football Communications	Atlanta Falcons
Joanne Pasternack	VP/Executive Director, Community Relations and 49ers Foundation	San Francisco 49ers
Julie Perlish	VP, Research and Consumer Insights	National Football League
Tracy Perlman	VP, Football Communications and Marketing	National Football League
Christine Procops	SVP/CFO	New York Giants
Natalie Ravitz	SVP, Communications	National Football League
Tracie Rodburg	VP, Sponsorship	National Football League
Lucia Roriquez	Owner	Los Angeles Rams
Rosemary Roser	VP, Controller	National Football League
Kate Shibilski	VP, Finance	Minnesota Vikings
Kennie Smith	Executive in Charge of Project Management	NFL Films
Susie Adams Smith	Co-Chairman/Owner	Tennessee Titans
Karen Spencer	Chief Financial Officer	Seattle Seahawks
Amy Sprangers	VP, Corporate Partnerships	Seattle Seahawks
Allison Stangeby	VP, Community and Corporate Relations	New York Giants
Amy Steadman	VP, Media Strategy and Business Development	National Football League
Amy Adams Strunk	Co-Chairman/Controlling Owner	Tennessee Titans
Nancy Svoboda	SVP, Human Resources	Denver Broncos
Sarah Swanson	VP, Marketing & Promotions	NFL UK
Karla Tai	VP, Human Resources and Operations	Oakland Raiders
Suzie Thomas	EVP, General Counsel and Chief Administrative Officer	Houston Texans
Mary Ann Turcke	President, Digital Media and NFL Network	National Football League
Christine Vicari	VP, Labor Finance	National Football League
Courtnee Westendorf	SVP/Chief Marketing Officer	Oakland Raiders
Jaime Weston	SVP, Brand and Marketing	National Football League
Tara Wood	VP, Employee Relations	National Football League
Cathy Yancy	VP, Broadcasting	National Football League
Denise DeBartolo York	Owner/Co-Chairman	San Francisco 49ers

NFL'S CAREER DEVELOPMENT PROGRAMS OFFER TRAINING & NETWORKING FOR ASPIRING FEMALE FOOTBALL OPERATIONS EXECUTIVES

As part of its ongoing commitment to diversity and inclusion, the NFL hosted innovative career development programs aimed to engage aspiring female executives and continue to expand opportunities for women in football.



"Diversity and inclusion is a priority across the NFL and all 32 clubs," says NFL Director of Football Development SAM RAPOPORT**. "Hosting these events offers us the chance to expand opportunities for women and develop qualified individuals by providing them the knowledge, tools and resources to pursue careers in football."**

Bringing together more than 40 female executives from across the 32 NFL teams and league office, the second WOMEN'S CAREER DEVELOPMENT SYMPOSIUM **educated, developed and trained participants on specific career paths in Football Operations, including football administration, operations, coaching and scouting. The two-day event (March 24-25), which took place in Phoenix, included presentations, panel discussions, breakout sessions and networking opportunities with club and league executives and industry experts. Participants also attended the inaugural NFL Pro Player Combine where they observed and took part in the player evaluation process alongside experienced NFL scouting personnel.**

Among the symposium's speakers and presenters were Arizona Cardinals President MICHAEL BIDWILL**, Blackburn, Atlanta Falcons Assistant General Manager** SCOTT PIOLI **and Los Angeles Chargers President of Football Operations** JOHN SPANOS**. In addition, the participants took part in roundtable discussions and networking sessions with NFL senior staff members, including** KIM FIELDS**,** DAVE GARDI**,** ROD GRAVES **and** ARTHUR MC AFEE**.**

"In hiring decisions, the No. 1 criteria is simple: determining the best person for the job, irrespective of gender, age, race or any other characteristic," said Bidwill. "A diverse workplace leads to a diversity of perspectives and opinions that are an invaluable part of any organization."



The league hosted the inaugural WOMEN'S CAREERS IN FOOTBALL FORUM **at the Pro Bowl in Orlando where more than 220 women were introduced to career paths in Football Operations. The forum was held in conjunction with the 2017 Women's World Football Games and provided the opportunity for participants to learn about positions in football operations and administration from NFL executives, coaches, game officials and other industry experts, including Cincinnati Bengals Executive Vice President** KATIE BLACKBURN**, NFL CIO** MICHELLE MCKENNA-DOYLE**, Buffalo Bills Owner** KIM PEGULA **and Carolina Panthers head coach** RON RIVERA**.**

All participants of the women's career development programs were entered into the NFL's Diverse Talent Community – a recruitment platform that encourages dynamic candidates with diverse backgrounds to join its ranks through a shared talent acquisition database for Human Resources across the NFL and its 32 clubs.

OVERTIME EXCITEMENT

In 2016, nearly 72 percent of all regular-season games (184 of 256) were within one score in the fourth quarter. The 184 such games are the most of any season in NFL history. With so many close games, it's no surprise that 13 contests in the regular season were ultimately decided in overtime.

The overtime action started early as the Chiefs overcame a 21-point second-half deficit to defeat the Chargers 33-27 in overtime on Kickoff Weekend and extended all the way to Super Bowl LI, as running back James White's 2-yard touchdown run on the opening drive of overtime capped New England's 34-28 OT victory over Atlanta in the first Super Bowl to go to overtime.

The teams with the best regular-season overtime records since overtime was instituted in 1974:

TEAM	RECORD	WIN PCT.
Washington	25-15-2	.619
Denver	28-18-2	.604
Arizona	24-16-3	.593
Pittsburgh	22-16-2	.575
Buffalo	20-15	.571

A sampling of individual regular-season overtime records:

LONGEST TOUCHDOWN PASSES	
99 Yards	Ron Jaworski to Mike Quick, Philadelphia 23, Atlanta 17 (11/10/85)
87 Yards	Teddy Bridgewater to Jarius Wright, Minnesota 30, New York Jets 24 (12/7/14)
82 Yards	Tom Brady to Troy Brown, New England 19, Miami 13 (10/19/03)
	Brett Favre to Greg Jennings, Green Bay 19, Denver 13 (10/29/07)

LONGEST TOUCHDOWN PLAYS	
99 Yards	Ron Jaworski to Mike Quick, Philadelphia 23, Atlanta 17 (11/10/85)
	(Punt return) Patrick Peterson, Arizona 19, St. Louis 13 (11/6/11)
96 Yards	(Run) Garrison Hearst, San Francisco 36, New York Jets 30 (9/6/98)
	(Kickoff return) Chad Morton, New York Jets 37, Buffalo 31 (9/8/02)

LONGEST TOUCHDOWN RUNS	
96 Yards	Garrison Hearst, San Francisco 36, New York Jets 30 (9/6/98)
60 Yards	Herschel Walker, Dallas 23, New England 17 (11/15/87)
50 Yards	Rashard Mendenhall, Pittsburgh 15, Atlanta 9 (9/12/10)

LONGEST FIELD GOALS	
57 Yards	Sebastian Janikowski, Oakland 16, New York Jets 13 (10/19/08)
54 Yards	Greg Zuerlein, St. Louis 16, San Francisco 13 (12/2/12)
53 Yards	Chris Jacke, Green Bay 23, San Francisco 20 (10/4/96)

MODIFIED SUDDEN DEATH OVERTIME

For the 2010 postseason, the NFL installed a modified sudden death overtime system to determine the winner when the score is tied at the end of regulation. In 2012, the system was expanded to cover all NFL games.

In 2017, NFL owners approved the shortening of all overtime periods in the preseason and regular season from 15 minutes to 10 minutes in an effort to improve player safety. Seven of the 13 regular-season overtime contests in 2016 ended in fewer than 10 minutes.

Teams have the opportunity to possess the ball at least once in the extra period unless the team that receives the overtime kickoff scores a touchdown on its first possession.

A look at the NFL's overtime procedures:

PRESEASON AND REGULAR SEASON

At the end of regulation time, the referee will immediately toss a coin at the center of the field in accordance with rules pertaining to the usual pregame toss. The captain of the visiting team will call the toss prior to the coin being flipped.

- **Following a three-minute intermission after the end of the regulation game, there shall be a maximum of one 10-minute period. Each team must possess or have the opportunity to possess the ball unless the team that has the ball first scores a touchdown on its initial possession.**
- **Play continues in sudden death until a winner is determined, and the game automatically ends upon any score (by safety, field goal, or touchdown) or when a score is awarded by the referee for a palpably unfair act. Each team shall be entitled to two timeouts, and if there is an excess timeout, the usual rules shall apply. The try is not attempted if a touchdown is scored. Disqualified players are not allowed to return.**
- **If the score is tied at the end of the 10-minute overtime period, the game shall result in a tie.**
- **Instant Replay: No challenges. Reviews to be initiated by the replay official.**

POSTSEASON

At the end of regulation time, the referee will immediately toss a coin at the center of the field in accordance with rules pertaining to the usual pregame toss. The captain of the visiting team will call the toss prior to the coin being flipped.

- **Following a three-minute intermission after the end of the regulation game, play will be continued in 15-minute periods until a winner is declared. Each team must possess or have the opportunity to possess the ball unless the team that has the ball first scores a touchdown on its initial possession.**
- **Play continues in sudden death until a winner is determined, and the game automatically ends upon any score (by safety, field goal, or touchdown) or when a score is awarded by the referee for a palpably unfair act. Each team has three time outs per half and all general timing provisions apply as during a regular game. The try is not attempted if a touchdown is scored. Disqualified players are not allowed to return.**
- **Instant Replay: No challenges. Reviews to be initiated by the replay official.**

KEY DEFINITIONS

- Possession: **Actual possession of the ball with complete control. The defense gains possession when it catches, intercepts, or recovers a loose ball.**
- Opportunity to possess: **The opportunity to possess occurs only during kicking plays. A kickoff is an opportunity to possess for the receiving team. If the kicking team legally recovers the kick, the receiving team is considered to have had its opportunity. A punt or a field goal that crosses the line of scrimmage and is muffed by the receiving team is considered to be an opportunity to possess for the receivers. Normal touching rules by the kicking team apply.**

NFL ANNOUNCES NEW OFFICIATING LEADERSHIP TEAM

ALBERTO RIVERON NAMED SENIOR VICE PRESIDENT OF OFFICIATING

RUSSELL YURK NAMED VICE PRESIDENT OF INSTANT REPLAY & ADMINISTRATION AND WAYNE MACKIE NAMED VICE PRESIDENT OF OFFICIATING EVALUATION & DEVELOPMENT

This offseason, the NFL announced its new officiating leadership team led by ALBERTO RIVERON **(right), a member of the NFL's Officiating Department since 2013 and a nine-year veteran NFL game official.**



Riveron, who was named the NFL's Senior Vice President of Officiating, will oversee all aspects of the league's officiating department – including the implementation of the centralized replay model approved by clubs at the annual meeting in March – as well as administration, evaluation and development.

A native of Cuba, Riveron moved to Miami at age five with his family and developed a passion for the game. He began as an official in local youth leagues in 1977, made his collegiate officiating debut in 1990 and joined the NFL officiating ranks in 2004. In 2008, Riveron was promoted to referee, earning the distinction as the NFL's first Hispanic referee. He came off the field following the 2012 season to join the league office as senior director of officiating.

"Al has done a terrific job as a key member of our officiating staff for the past four seasons," says NFL Commissioner ROGER GOODELL**. "Prior to that, Al was an outstanding on-field official who earned the respect of his fellow officials, as well as coaches and players alike. To have Al leading our officiating department, and then to add talented, knowledgeable instant replay and officiating experts like Russell and Wayne, is a tremendous positive for us as we look forward to the 2017 season."**

Reporting to Riveron, who will report to NFL Executive Vice President of Football Operations TROY VINCENT**, will be two new hires designed to aid in the department's long-standing goal of excellence in officiating performance –** RUSSELL YURK **and** WAYNE MACKIE**.**

Yurk, who was named Vice President of Instant Replay and Administration, will direct the league's instant replay operations in the Art McNally GameDay Central room and oversee all instant replay-related personnel. He will also be responsible for officiating administration, including supervising operational aspects of scheduling and logistics as well as the training and development of instant replay personnel.

Yurk spent the past seven seasons as an NFL instant replay official after working as an on-field official for 10 seasons at the high school and college level. He has also assisted in authoring the replay section of the NFL Referee's Manual for the past two years.

Mackie, a 10-year veteran NFL game official, was named Vice President of Officiating Evaluation and Development and will be responsible for the officiating evaluation and development program, managing the on-field officials weekly crew evaluation process, as well as the staff of officiating supervisors and trainers, and the management of the Officiating Development Program.

A highly-respected on-field game official for the past two decades at the collegiate and professional level, Mackie entered the NFL in 2007 as a head linesman and quickly established himself as one of the league's top officials at his position. He has officiated in eight NFL playoff games, including Super Bowl 50 and two Conference Championship Games during his 10-year NFL career.

Mackie began his collegiate officiating career in the Mid-Eastern Athletic Conference in 1996 and also officiated in the Atlantic 10 and Big East through his final collegiate season in 2006 prior to joining the NFL.

Riveron, Yurk and Mackie will all work in GameDay Central throughout the season and have the final say on instant replay decisions, in consultation with the referee as part of the new replay rules for the 2017 season.

"Al, Russell and Wayne are a team dedicated to delivering the highest quality of officiating and game administration in professional sports," says Vincent. "The structure of their responsibilities will provide us with a sustainable model for greater efficiency, improved performance from our officials, and operational excellence in collaboration, development and training of our officiating team."



NEW NFL RULES FOR 2017

Following are the rules changes for the 2017 season:

• UNSPORTSMANLIKE CONDUCT FOULS: Makes permanent the rule that automatically disqualifies a player that is penalized twice in the same game for certain types of unsportsmanlike conduct fouls. These types of fouls include:

- **o Throwing a punch or kick without making contact**
- **o Use of abusive or threatening language**
- **o Any act that constitutes taunting**

Additionally, it is now an unsportsmanlike conduct penalty to commit multiple fouls during the same down designed to manipulate the game clock.

• REPLAY REVIEWS: All sideline replay monitors will be replaced with a hand-held device and designated members of the NFL Officiating department will be authorized to make the final decision on replay reviews from the NFL league office.

• LEAPING: Prohibits a player who is off the line of scrimmage from running and jumping over offensive lineman on the line of scrimmage in an attempt to block a FG or PAT attempt.

• TOUCHBACKS: For the 2017 season, after a touchback resulting from a kickoff or safety kick, the ball will be placed at the receiving team's 25-yard line. The rule, which was also used in the 2016 season, was approved on a one-year basis for 2017.

• CRACKBACK BLOCKS: Prohibits crackback blocks by a backfield player in motion, even if he is not more than two yards outside the tackle when the ball is snapped.

• DEFENSELESS RECEIVER PROTECTION: Gives a receiver running a pass route defenseless player protection when the defender approaches him from behind or the side.

• OVERTIME: The length of preseason and regular season overtime periods is reduced from 15 minutes to 10 minutes.

• CLOCK STOPPAGES: All illegal acts to conserve time are not permitted after the two-minute warning of either half. The previous rule applied inside of one minute of either half.

There will also be *points of emphasis* on several existing rules this season (although the rules themselves have not changed):

• Game officials, and especially referees, will continue to enforce the rules that protect the quarterback from forcible contact in the knee area or below. Driving the helmet, shoulder, forearm or chest into the quarterback in the knee area or below will be a foul. The onus is on the defender to avoid this type of contact whenever possible. This will be called even if the defender uses his arm or arms to wrap. The defender must use his arm or arms to swipe or grab the lower leg of the passer to tackle him legally. If the defender is thrown, pushed or fouled into the knee area and the contact is unavoidable, there is no foul. Once the quarterback tucks the ball and takes a running posture or moves outside of the pocket and throws on the run, he no longer receives protection from low hits.

• Blindside blocks will continue to be strictly enforced. Anytime a blocker is moving toward his own endline, he cannot block an opponent in the head or neck area. When moving in this direction, the legal target area is above the waist and below the neck.

• Launching and hits away from the play are two more points of emphasis for 2017. It is illegal for a player to leave both feet before making forcible contact with any part of his helmet to any part of a defenseless player's body. In addition, game officials will pay close attention to unnecessary hits away from the flow of the play.

• Contact downfield between receivers and defenders will continue to be a point of emphasis as the Competition Committee looks to further clarify the rules involving pass interference, defensive holding and illegal contact. Game officials will pay particular attention to actions coming off the line of scrimmage and at the top of routes. This includes a defensive player grabbing a receiver or a receiver pushing off to create space or grabbing and pulling the defender to get open.



TOUCHDOWN CELEBRATIONS: SNOW ANGELS, GROUP DEMONSTRATIONS AND MORE ARE BACK!

On May 23, 2017, at the Spring League Meeting, NFL Commissioner ROGER GOODELL sent the following letter to fans detailing the changes in the NFL's celebration rules, which came after conversations with more than 80 current and former players.

May 23, 2017

Just as NFL teams use the offseason to get better, at the league we use this time to listen to players, coaches, officials and fans about how we can continue to improve our great game.

Earlier this spring, we announced plans to deliver a more exciting game experience, with changes to improve the pace of the game and minimize unnecessary disruptions to the action on the field. We also took important steps on health and safety, including approving new rules prohibiting the "leaper" block attempt—a top priority from our players.

Today, we are excited to tell you about another change that comes after conversations with more than 80 current and former players: we are relaxing our rules on celebrations to allow players more room to have fun after they make big plays.

We know that you love the spontaneous displays of emotion that come after a spectacular touchdown. And players have told us they want more freedom to be able to express themselves and celebrate their athletic achievements.

So here are a few examples of celebrations that will be allowed after scores under the new policy:



Using the football as a prop after a TD



Celebrating on the ground



Group demonstrations

In my conversations with NFL players, it was also clear how much our players care about sportsmanship, clean competition, and setting good examples for young athletes. That is why offensive demonstrations, celebrations that are prolonged and delay the game, and those directed at an opponent, will still be penalized.

We know we have more work to do. We are grateful to the many current and retired players who engaged with us on this topic and we look forward to ongoing dialogue with them as we continue to work to improve this game we all love.

Thank you for your support.

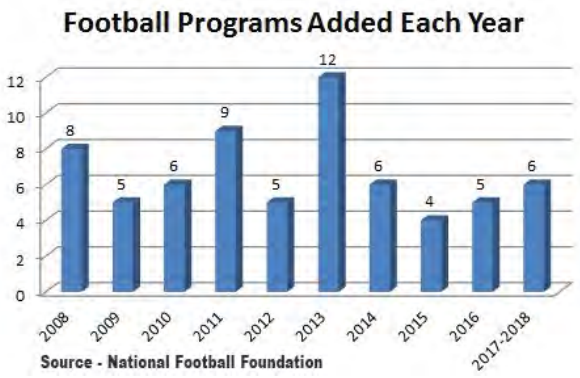
Roger Goodell

NFL KICKOFF 2017

THREE COLLEGES TO ADD FOOTBALL PROGRAMS IN 2017

As the anticipation for football season continues to build, fans can look forward to more action on college campuses this fall. Three colleges will add football programs in 2017 – ST. ANDREWS UNIVERSITY**,** TEXAS WESLEYAN UNIVERSITY **and** UNIVERSITY OF ALABAMA AT BIRMINGHAM**.**

Since 2008, a total of 63 NCAA and NAIA schools have added football teams and three additional schools plan to add football programs in 2018.



According to the National Football Foundation, a record 780 colleges/universities will have football programs by 2018.

The University of Alabama at Birmingham football program closed in 2014 after 23 years of existence. However, after receiving more than $7.5 million in private donations, the program will re-open in 2017 coinciding with a new facility.

"I am so excited that UAB Football will return to FBS competition in 2017," says UAB head coach BILL CLARK**. "Like our fans, I wanted to light the scoreboard much sooner, but doing it right is more important than doing it fast, and this was our best option. We want a program that is here to stay. We have to start by building a new, stronger foundation. We need to take our time to do it right, then we can compete for conference and bowl championships."**

Three schools plan to add football programs in 2018 – including Indiana Wesleyan, which is adding the university's first men's sport since 1970.

"Following our study with the consulting firm, they came back and recommended that we consider adding intercollegiate football," says Indiana Wesleyan athletic director MARK DEMICHAEL**. "We are here to make Indiana Wesleyan stronger and more sustainable. Adding 105-130 more students who will excel in the classroom is a great long-term thing for Indiana Wesleyan University."**

The Colleges that Plan to Add Football Programs in 2017 and 2018

St. Andrews
Laurinburg, NC
2017-NAIA

Texas Wesleyan
Fort Worth, TX
2017-NAIA

UAB
Birmingham, AL
2017-NCAA, Division I-FBS

Clarke
Dubuque, IA
2018-NAIA

Indiana Wesleyan
Marion, IN
2018-NAIA

New England
Biddeford, ME
2018-NCAA, Div. III

NFL PARTNERS WITH EAST-WEST SHRINE GAME TO INCREASE DEVELOPMENT OPPORTUNITIES FOR COACHES & DRAFT-ELIGIBLE PLAYERS

Last season, the NFL entered a partnership with the historic East-West Shrine Game to increase development opportunities for coaches and draft-eligible players.

The NFL supplied the coaching staffs for the two teams from among current league assistant coaches whose teams did not advance to the playoffs. Additionally, the NFL provided the game officials for the contest, which featured some of college football's best prospects.

"The East-West Shrine Game is not only a showcase for tremendous athletes who have a dream of playing at the next level, it is also a venue for upwardly mobile coaches in the NFL," says NFL Executive Vice President of Football Operations TROY VINCENT**. "This is an opportunity to further develop, evaluate and showcase our assistant coaches who may be our next generation of head coaches."**

At the conclusion of the NFL regular season, teams nominated deserving assistant coaches who were reviewed by a panel that included NFL Football Operations staff, East-West Shrine Game leadership and two members of the NFL's General Managers Advisory Committee. Once the head coaches were selected, each head coach filled his staff from among other NFL assistant coaches nominated by the clubs, a key job requirement for head coaches at every level of the sport.

Coaches nominated by NFL clubs must be active assistant coaches who display extraordinary teaching and communications skills, and are recognized for their integrity and commitment to excellence in the coaching profession. The coaches must be accomplished at developing and preparing players to compete in the NFL.

"It is an honor for the East-West Shrine Game to partner with the NFL to promote opportunities for professional growth and development not only for our outstanding players, but also for the potential future generation of head coaches in the league," says HAROLD RICHARDSON**, executive director of the East-West Shrine Game. "We are proud to be able to provide a national stage for some of football's greatest talents to develop their skills and showcase their abilities, all while supporting an exceptional cause."**

NFL KICKOFF 2017

The 92nd annual East-West Shrine Game took place on January 21, 2017 at Tropicana Field in St. Petersburg, Florida.

92ND ANNUAL EAST-WEST SHRINE GAME COACHING STAFF	
EAST TEAM HEAD COACH	WEST TEAM HEAD COACH
Brenston Buckner, Arizona Cardinals	**George Edwards, Minnesota Vikings**
EAST TEAM ASSISTANT COACHES	WEST TEAM ASSISTANT COACHES
Richard Angulo, Baltimore Ravens	**Dave Borgonzi, Tampa Bay Buccaneers**
Tim Berbenich, Indianapolis Colts	**Larry Foote, Arizona Cardinals**
Chase Blackburn, Carolina Panthers	**Hank Fraley, Minnesota Vikings**
Bobby Engram, Baltimore Ravens	**Andrew Janocko, Minnesota Vikings**
Curtis Fuller, Carolina Panthers	**Jemal Singleton, Indianapolis Colts**
Frank Giufre, Indianapolis Colts	**Kevin Stefanski, Minnesota Vikings**
David Lippincott, Cincinnati Bengals	**DeShea Townsend, Tennessee Titans**
Sam Mills III, Carolina Panthers	**Cameron Turner, Carolina Panthers**
Duce Staley, Philadelphia Eagles	**Joe Vaughn, Tampa Bay Buccaneers**
Press Taylor, Philadelphia Eagles	**Drew Wilkins, Baltimore Ravens**
Dino Vasso, Philadelphia Eagles	**Greg Williams, Indianapolis Colts**
Chad Wade, Tampa Bay Buccaneers	**Marquice Williams, San Diego Chargers**
Brad White, Indianapolis Colts	



East head coach Brenston Buckner



West head coach George Edwards

NFL KICKOFF 2017

THE FAMOUS LOVE THE NFL

If you take your eyes off the stars on the field, you can't help but notice the celebrities in the stands. Famous NFL fans are everywhere – even in other sports! From athletes and politicians to actors and singers, stars of all varieties love the NFL and proudly show their allegiances with gear, gameday attendance and even ownership.

SOME CELEBRITIES AND THEIR FAVORITE TEAMS			
NAME	FAV. TEAM	NAME	FAV. TEAM
Ben Affleck, Actor	Patriots	Queen Latifah, Actress	Giants
Carmelo Anthony, New York Knicks	Ravens	Spike Lee, Film Director	Giants
Chris Berman, ESPN	Bills	David Letterman, Comedian	Colts
Beyonce, Singer	Texans	Adriana Lima, Supermodel	Dolphins
Jessica Biel, Actress	Broncos	Mario Lopez, Actor	Chargers
Simone Biles, Olympic Gymnast	Texans	Rob Lowe, Actor	Colts
Bon Jovi, Singer	Giants	Macklemore, Rapper	Seahawks
Ty Burrell, Actor	Rams	Joe Maddon, Chicago Cubs	Cardinals
Kenny Chesney, Singer	Saints	Matthew McConaughey, Actor	Redskins
Carlos Correa, Houston Astros	Texans	Tim McGraw, Singer	Titans
Terry Crews, Actor	Rams	Joel McHale, Comedian	Seahawks
Ice Cube, Rapper	Raiders	Seth Meyers, Comedian	Steelers
Stephen Curry, Golden State Warriors	Panthers	Phil Mickelson, Professional Golfer	Chargers
Josh Duhamel, Actor	Vikings	Bill Murray, Actor	Jaguars
Kevin Durant, Golden State Warriors	Redskins	Hayden Panettiere, Actress	49ers
Zac Efron, Actor	Saints	Michael Phelps, Olympic Swimmer	Ravens
Eminem, Rapper	Lions	Brad Pitt, Actor	Saints
Will Ferrell, Actor	Packers	Jeremy Piven, Actor	Bears
Tina Fey, Actress	Eagles	Condoleezza Rice, Former Secretary of State	Browns
Guy Fieri, Celebrity Chef	Raiders	Ray Romano, Actor	Jets
Rickie Fowler, Professional Golfer	Chargers	Paul Rudd, Actor	Chiefs
Gene Hackman, Actor	Jaguars	Blake Shelton, Singer	Cardinals
Steve Harvey, Actor	Browns	Harry Styles, Singer	Packers
Kevin Harvick, NASCAR Driver	49ers	Jason Sudeikis, Actor	Chiefs
Faith Hill, Singer	Titans	Taylor Swift, Singer	Eagles
Kate Hudson, Actress	Broncos	Mike Trout, Los Angeles Angels	Eagles
Samuel L. Jackson, Actor	Falcons	Carrie Underwood, Singer	Cowboys
LeBron James, Cleveland Cavaliers	Cowboys	Usher, Singer	Falcons
Kevin James, Actor	Jets	Dick Vitale, ESPN	Buccaneers
Dwayne "The Rock" Johnson, Actor	Raiders	Dwyane Wade, Chicago Bulls	Bears
Michael Keaton, Actor	Steelers	Mark Wahlberg, Actor	Patriots
Matt Kemp, Atlanta Braves	49ers	Lil Wayne, Rapper	Packers
Gladys Knight, Singer	Panthers	Russell Westbrook, Oklahoma City Thunder	Cowboys
Nick Lachey, Singer	Bengals	Serena Williams, Tennis Player	Dolphins

70 YEARS AGO ON KICKOFF WEEKEND: A RECORD 87 POINTS!



Seventy years ago, the WASHINGTON REDSKINS **and** PHILADELPHIA EAGLES **opened the 1947 season with a record-breaking bang. The Eagles outscored the Redskins 45-42 on September 28 before a crowd of 35,406 in Philadelphia's Municipal Stadium. The 87-point total was an NFL record and continues to stand as the most points scored in a game on Kickoff Weekend. (The record for most combined points in any NFL game is 113 by Washington (72) and the New York Giants (41) on November 27, 1966.)**

The 12-touchdown scoring blitz, an NFL record at the time, was highlighted by the play of two future Pro Football Hall of Famers – Washington quarterback SAMMY BAUGH **(left) and Philadelphia halfback** STEVE VAN BUREN.

Baugh, whose 1947 totals in completions (210), attempts (354) and yards passing (2,938) were NFL records, threw for 364 yards and five touchdowns, including three to rookie end HUGH TAYLOR**. Van Buren, whose 1,008 rushing yards for the year were also a league record, returned a kickoff 95 yards for a touchdown and rushed for another while totaling 98 yards on the ground.**

September 28, 1947, Municipal Stadium, Philadelphia, PA

Washington	**0**	**14**	**14**	**14**	**42**
Philadelphia	**10**	**14**	**14**	**7**	**45**

Phi - FG Muha 40
Phi - Pihos 19 pass from Thompson (Patton kick)
Was - Nussbaumer 25 pass from Baugh (Poillon kick)
Was - Taylor 62 pass from Baugh (Poillon kick)
Phi - Van Buren 95 kickoff return (Patton kick)
Phi - Sherman 1 run (Patton kick)
Was - Saenz 94 kickoff return (Poillon kick)
Phi - Van Buren 1 run (Patton kick)
Phi - Pihos 21 pass from Thompson (Patton kick)
Was - Poillon 4 pass from Baugh (Poillon kick)
Phi - Armstrong 29 pass from Thompson (Patton kick)
Was - Taylor 36 pass from Baugh (Poillon kick)
Was - Taylor 18 pass from Baugh (Poillon kick)

NFL KICKOFF 2017

The highest scoring games on Kickoff Weekend in NFL history:

DATE	GAME	COMBINED POINTS
September 28, 1947	Philadelphia (45) vs. Washington (42)	87
September 19, 1971	Dallas (49) vs. Buffalo (37)	86
September 19, 1971	New York Giants (42) vs. Green Bay (40)	82
September 9, 2007	Dallas (45) vs. New York Giants (35)	80
September 4, 1983	Green Bay (41) vs. Houston (38) (OT)	79
September 8, 2002	Kansas City (40) vs. Cleveland (39)	79

The record for most combined points in any NFL game is 113 by Washington (72) and the New York Giants (41) on November 27, 1966.

The highest scoring games in NFL history:

DATE	GAME	COMBINED POINTS
November 27, 1966	Washington (72) vs. New York Giants (41)	113
November 28, 2004	Cincinnati (58) vs. Cleveland (48)	106
November 1, 2015	New Orleans (52) vs. New York Giants (49)	101
December 22, 1963	Oakland (52) vs. Houston (49)	101
October 6, 2013	Denver (51) vs. Dallas (48)	99
November 27, 1983	Seattle (51) vs. Kansas City (48) (OT)	99
October 17, 1948	Chicago Cardinals (63) vs. New York Giants (35)	98
December 8, 1985	San Diego (54) vs. Pittsburgh (44)	98





66 YEARS AGO ON KICKOFF WEEKEND: THE DUTCHMAN GOES WILD!



Los Angeles Rams quarterback NORM "THE DUTCHMAN" VAN BROCKLIN **(right) entered the 1951 season entrenched in a duel for the starting position with veteran** BOB WATERFIELD**. A Waterfield injury sidelined the incumbent quarterback prior to the season opener against the New York Yanks on September 28, and opened the door for Van Brocklin to show his worth. He took advantage of the opportunity by producing the most prolific passing performance in NFL history. Van Brocklin threw for an NFL-record 554 yards in a 54-14 rout of the Yanks at the Los Angeles Coliseum. The Pro Football Hall of Fame quarterback tossed five touchdowns and completed 27 of 41 passes.**

"It's the finest exhibition of passing I've ever seen," said Rams coach JIMMY PHELAN **after the game. "Van Brocklin was hitting them in the eye practically every time he threw the ball."**

Van Brocklin, who passed away in 1983, remained subdued about the performance. "Everything I threw seemed to be caught and run for a long gain," he said.

The Rams' TOM FEARS **averaged 23.1 yards on his seven catches and** ELROY "CRAZYLEGS" HIRSCH **averaged 19.2 yards on nine receptions. Los Angeles amassed an NFL-record 735 total yards and 34 first downs.**

"They don't need me out here anymore," said Waterfield after the game. The two quarterbacks would split time for the rest of the season as the Rams captured the 1951 NFL Championship.

Van Brocklin's record has stood for the past 65 years. Quarterbacks MATT SCHAUB **and** WARREN MOON **have come the closest to breaking Van Brocklin's mark. In 2012, Schaub, then with the Houston Texans, passed for 527 yards against Jacksonville on November 18, while Moon had a 527-yard day for the Houston Oilers against Kansas City on December 16, 1990.**

The top passing performances in various levels of football:

LEAGUE	QUARTERBACK	DATE	PERFORMANCE
High School	Will Grier, Davidson Day (NC)	Nov. 9, 2012	837 yards vs. Harrells Christian (NC)
NCAA Division III	Sam Durley, Eureka	Sept. 1, 2012	736 yards vs. Knox
NCAA Division I-AA (FCS)	Taylor Heinicke, Old Dominion	Sept. 22, 2012	730 yards vs. New Hampshire
NCAA Division I-A (FBS)	Connor Halliday, Washington St.	Oct. 4, 2014	734 yards vs. California
NCAA Division I-A (FBS)	Patrick Mahomes, Texas Tech	Oct. 22, 2016	734 yards vs. Oklahoma
Canadian Football League	Matt Dunigan, Winnipeg	July 14, 1994	713 yards vs. Edmonton
NCAA Division II	J.J. Harp, Eastern New Mexico	Sept. 12, 2009	695 yards vs. Southeastern OK.
NFL	*Norm Van Brocklin, LA Rams*	*Sept. 28, 1951*	*554 yards vs. NY Yanks*

PLAYER HEALTH & SAFETY



PLAY SMART
PLAY SAFE

How The NFL Is Advancing Player Health And Safety



THROUGH ITS *PLAY SMART. PLAY SAFE.* INITIATIVE, THE NATIONAL FOOTBALL LEAGUE IS WORKING TO DRIVE PROGRESS IN THE PREVENTION, DIAGNOSIS AND TREATMENT OF INJURIES, ENHANCE MEDICAL PROTOCOLS AND FURTHER IMPROVE THE WAY THE GAME IS TAUGHT AND PLAYED BY ALL WHO LOVE IT.

PROTECTING PLAYERS

The NFL is committed to continuing to work with the NFL Players Association, NFL Physicians Society and Professional Football Athletic Trainers Society, as well as the numerous experts on the NFL's medical committees, to identify and recommend changes on and off the field to help protect the health and safety of every player.

- **Leveraging Data**: The NFL's Injury Surveillance System has been designed and is administered by QuintilesIMS, a third-party company providing epidemiological analysis of NFL injury data. The data and QuintilesIMS' epidemiological analysis is reviewed by the league and NFL Players Association and made available to independent medical experts, clubs, players, coaches and the NFL Competition Committee to guide them in making changes to the rules of the game and how practices are conducted.
- **Rules on the Field**: Since 2002, the league has made 47 rules changes intended to eliminate potentially dangerous tactics and reduce the risk of injuries, especially to the head and neck. To highlight just a few:
  - In 2009, the NFL prohibited a defender from using his helmet, forearm or shoulder to make contact with the head or neck area of a "defenseless" receiver.
  - In 2010, the NFL expanded that rule to protect all "defenseless players" from contact to the head by an opponent's helmet, forearm or shoulder. The rule was expanded again in 2012 to include certain defensive players.
  - In 2011, the NFL moved the restraining line for the kicking team from the 30- to the 35-yard line to reduce the risk of injury on kickoffs. Further, in 2016, the NFL moved the spot of the next snap after a touchback resulting from a kickoff from the 20- to the 25-yard line.
  - In 2013, the league prohibited a runner or tackler from initiating contact against an opponent with the top or crown of the helmet.
  - In 2016, the NFL expanded the horse collar rule to include when a defender grabs the jersey at the name plate or above and pulls a runner toward the ground.
  - In 2017, the NFL prohibited the "leaper" block attempt on field goal and extra point plays, gave a receiver running a pass route defenseless player protection, and reduced the length of overtime in the preseason and regular season to 10 minutes.
- **The Team Behind the Team**: On average, there are 29 healthcare providers at a stadium on game day to give immediate care to players. In conjunction with the NFLPA, the league has added unaffiliated medical personnel and adopted new technology to assist in the identification and review of injuries, with a specific focus on concussions.

- **Unaffiliated Neurotrauma Consultant (UNC)**: The NFL Head, Neck and Spine Committee and the NFL Players Association have selected and credentialed neurotrauma consultants, who are unaffiliated with either team, to staff the sidelines of every NFL game and to assist the team physicians with identifying and diagnosing concussions.
- **Visiting Team Medical Liaisons (VTML)**: When traveling across state lines, every visiting team is required to retain a local board-certified and locally licensed emergency physician, who is typically affiliated with the trauma center nearest the NFL stadium. The VTML works with the visiting team to provide medical care for its players while they are traveling.
- **Booth ATC Spotters and the Medical Timeout**: For all preseason, regular season and postseason games, two certified athletic trainers—retained by the league and unaffiliated with any NFL teams—are stationed in a booth overseeing the field to observe the game and monitor the broadcast feed to identify potential player injuries, with an emphasis on concussions and other head and neck injuries. In what was the first rule of its kind in professional sports, the Booth ATC Spotter has the authority to stop the game by calling a medical timeout to permit the medical evaluation of a player who the Spotter believes may have suffered a concussion or head injury, yet appears likely to remain in the game without an evaluation from the team's medical staff. This medical timeout does not count against either team. Game officials also have the authority to send a player off the field for medical evaluation.

» **Chief Medical Officer**: In March 2017, the NFL named Dr. Allen Sills as the league's Chief Medical Officer (CMO), a new full-time position. Dr. Sills—a neurosurgeon who has specialized in the treatment of athletes—joined the NFL from Vanderbilt University Medical Center where he serves as Professor of Neurological Surgery, Orthopaedic Surgery and Rehabilitation, and Founder and Co-Director of the Vanderbilt Sports Concussion Center. In the CMO role, he works closely with team medical staffs across the league, the NFLPA and its advisors and the many medical and scientific experts who comprise the NFL's medical committees and guide the NFL's health and research efforts.

» **Video Monitors**: Medical staff from each team and the UNCs have access to sideline video monitors. As a result, medical staff can review the mechanism of an injury as part of their examination of the player on the sideline to focus their examination and guide their diagnosis. The sideline video and communications equipment permits both teams' medical staffs to communicate with the Booth ATC Spotters.

» **Electronic Medical Records**: Every club's medical staff has instant access to their players' complete medical records via the Electronic Medical Record (EMR) system. Players can access their records at any time via a secure online portal, which remains active after the player retires. The EMR system has greatly enhanced the NFL's Injury Surveillance System, allowing the league to make data-based changes in rules and permissible techniques used in play in an effort to make the game safer.

» **Electronic Tablets**: The NFL requires clubs to use electronic tablets with specially designed applications for injury diagnosis. The X2 Biosystems' Integrated Concussion Evaluation (ICE) app, which includes a step-by-step checklist for assessing players suspected of head injury, as well as all players' concussion baseline tests and historical data, is now an established component of in-game concussion diagnosis and care.

» **Emergency Action Plans**: Every club is required to design an Emergency Action Plan to follow in instances of severe trauma. These plans are reviewed by the NFL and NFLPA and must be approved by third-party experts prior to the start of each season. This plan, which the club is required to practice prior to the start of the season, also requires the home team to designate a Level One Trauma Center and to retain two certified crews of paramedics and advanced life support ambulances.

» **Concussion Protocol**: The NFL and NFLPA, in conjunction with their medical advisory committees, implemented the NFL Game Day Concussion Protocol in 2011 to guide the diagnosis and management of concussions. The parties consistently review the Concussion Protocol and make necessary changes to ensure players receive care that reflects the most up-to-date medical consensus. In July 2016, the NFL and NFLPA announced a new policy to enforce the Concussion Protocol by which they investigate possible incidents and determine appropriate discipline, including club fines and possible forfeiture of draft picks, should a member of its medical staff or other employee fail to follow the Protocol.

» **Return-to-Participation Protocol**: The NFL and NFLPA have established a five-step process that every NFL player diagnosed with a concussion must follow before being cleared to fully practice or participate in an NFL game. This process, developed from internationally accepted guidelines, ensures that every player in the NFL

receives consistent treatment. After a player has progressed through the five-step process, and is cleared for full participation by his club physician, he must be seen and separately cleared by an Independent Neurological Consultant (INC), jointly approved by the NFL and NFLPA, who is not affiliated with any NFL club. Until cleared by this independent physician, a player may not return to contact practice or play in an NFL game.

- **Health and Safety Education**: The NFL and NFLPA, with their medical advisors and committees, developed a standard preseason health and safety presentation that is shown by every team to every player at the start of training camp. The presentation was developed by subject matter experts and includes information on exertional heat stroke, concussion diagnosis and management, mental health, infection control, substance abuse and performance-enhancing substances.
- **Protective Equipment and Field Surface Safety**:
  - The NFL, in collaboration with the NFLPA—through their respective appointed biomechanical experts—coordinated extensive laboratory research on helmets that could be worn by NFL players. The goal, as in 2015 and 2016, was to determine which helmets best reduced head impact severity under conditions simulating potential concussion-causing impacts sustained by NFL players during games. A poster summarizing the results was shared with players, club equipment managers, medical and coaching staffs. This is just one component of an NFL player's comprehensive assessment when selecting a helmet.
  - The NFL requires players to wear thigh and knee pads during games to better protect them from leg injuries. As with helmets and shoulder pads, players not wearing the mandatory protective equipment are not permitted onto the playing field and may be fined.
  - The Musculoskeletal Committee, which analyzes biomechanical research and injury data, works with shoemakers and engineers to test turf shoes worn by NFL players to ensure they are appropriate for NFL surfaces. The committee shares the results of its tests and identifies those shoes that perform poorly on the test by publishing a poster that hangs in all 32 NFL club locker rooms.
  - In 2016, the NFL and NFLPA established the Field Surface Safety & Performance Committee to perform research and advise on injury prevention, improve testing methods and adopt tools and techniques to evaluate field surface performance and playability. It also oversees the NFL stadium inspection program, which includes testing of NFL playing surfaces by engineers retained by the NFL, under observation by NFLPA experts.
- **Limits on Practices**: The 2011 collective bargaining agreement between the NFL and the NFLPA eliminated two-a-day practices in training camp and contact practices were significantly reduced. The CBA limits NFL teams to only 14 days of full-contact football practice during the 17-week season.

ADVANCED TECHNOLOGY

The NFL is committed to championing new developments in engineering, biomechanics, advanced sensors and material science that mitigate forces and better protect against injuries in contact sports and recreational sports and for the military. In order to advance this effort, the league is collaborating with the NFLPA and bringing in the world's foremost biomechanical engineers and material scientists as advisors.

- **The Engineering Roadmap**: The NFL allocated $60 million from the *Play Smart. Play Safe.* initiative toward the Engineering Roadmap, a dedicated and comprehensive plan to create incentives for sporting goods companies, manufacturers, small businesses, entrepreneurs, universities and others from around the world to develop new and improved helmets and protective equipment over the next three to five years.
- **HeadHealthTECH Symposium**: In November 2016, the NFL and Football Research, Inc. (FRI) hosted a first-of-its-kind educational conference in which world-class biomechanical and biomedical engineering experts educated hundreds of innovators—from inventors to equipment manufacturers to engineering students—on the latest knowledge regarding the causes of concussion in professional football, including the best tools available for assessing and optimizing the design and manufacture of protective equipment. As part of the Engineering Roadmap, the NFL and/or FRI will host periodic symposia or other educational efforts to allow experts to share the most up-to-date biomechanical and biomedical information.

» **HeadHealthTECH Challenges**: The NFL and FRI created the HeadHealthTECH Challenges, a series of innovation challenges intended to deepen understanding of and advance solutions in the areas of head protection, materials science and head kinematics, among others. The TECH Challenges are structured to stimulate research and innovation, as well as encourage connections with mentors and/or venture capitalists, with a goal of spurring developments in engineering, biomechanics, advanced sensors and material science. The TECH Challenges are operated and managed by Duke University's Clinical and Translational Science Institute.

» **Head Health Initiative**: In 2013, GE and the NFL teamed up to launch the Head Health Initiative, a four-year, $60 million collaboration to accelerate diagnosis and improve treatment for traumatic brain injury. The initiative includes the following:

- A four-year, $40 million research and development program to develop next-generation brain imaging technologies that take a whole-brain approach to improving the diagnosis and treatment of patients with mild traumatic brain injury. The initiative has fostered the development of several novel technologies.
- An open innovation challenge fund to invest up to $20 million in grants to scientists, academics, experts and entrepreneurs worldwide across three innovation challenges aimed at spurring advancements to better understand, diagnose and protect against traumatic brain injury. Under Armour and the National Institute of Standards and Technology (NIST) are also supporting this effort.
- More than 1,000 applicants submitted ideas through the challenge's three parts, resulting in innovations in equipment and technology:
  - New diagnostic tools—such as blood tests, biomarkers and MRI technologies—to aid in the detection of traumatic brain injury
  - Helmet and turf technologies designed to absorb impact
  - Rate-dependent tethers that attach to a player's helmet and torso designed to provide high-force resistance during collisions
  - Advanced materials to better absorb or mitigate force from helmets, pads and other sports and consumer products

» **1st and Future**: In February 2017, the NFL teamed up with Texas Medical Center (TMC) to host the second annual Super Bowl start-up pitch competition. The 2017 competition highlighted innovations to advance sports technology and athlete safety in three categories: communicating with the athlete, training the athlete and materials to protect the athlete.

MEDICAL RESEARCH

The NFL is committed to investing in and collaborating with preeminent experts and institutions to advance progress in the prevention, diagnosis and treatment of head injuries.

» **A New Commitment**: More than $40 million in funding has been allotted in the *Play Smart. Play Safe.* initiative for medical research over the next five years, primarily dedicated to neuroscience. The NFL has assembled a Scientific Advisory Board comprising leading independent experts, doctors, scientists and clinicians to develop and lead a clear process to identify and support compelling proposals for scientific research.

» **Foundation for the National Institutes of Health (FNIH)**: In September 2012, the NFL announced a $30 million unrestricted grant to the Foundation for the National Institutes of Health to advance medical research on brain injuries, especially among athletes and veterans. This marked the single-largest donation to any organization in the league's history. The initial round of awards (totaling approximately $14 million) included:

- $12 million for pathology studies through the Sports and Health Research Program (SHRP): two $6 million cooperative agreements dedicated to defining the long-term changes that occur in the brain after a head injury or multiple concussions.
  - The Boston University School of Medicine and U.S. Department of Veterans Affairs received $6 million for a study on CTE and post-traumatic neurodegeneration.

  - Mount Sinai Hospital and the University of Washington received $6 million for a study on the neuropathology of CTE and Delayed Effects of TBI.
- The grant also funded six pilot projects totaling more than $2 million, to provide support for the early stages of sports-related concussion projects.

» **Concussion Symposium at University of Pittsburgh Medical Center (UPMC)**: In October 2015, UPMC held a first-of-its-kind two-day symposium, funded by a grant from the NFL Foundation, that brought together leading concussion clinicians and researchers from around the country to propose guidelines for treating concussions and consider areas for further research. As a result of their discussions, the experts published a Statement of Agreement in the journal *Neurosurgery* designed to propose and share nationally the participants' agreement on the best practices, protocols and active therapies for treating concussions.

» **International Professional Sports Concussion Research Think Tank**: The league hosted its second international think tank on concussions in October 2015, convening representatives of the world's major sports leagues and concussion experts to share best practices and protocols and collaborate on ways to advance progress, such as a new study on the potential long-term effects of concussions in sports. The think tank events resulted in several new projects:

- The NFL partnered with the Canadian Football League (CFL) to study the King-Devick test, which measures a player's eye movements, as a method for diagnosing concussion with professional and college football players.
- Researchers from the Medical College of Wisconsin and the University of North Carolina announced a new study that will explore whether players with concussions benefit from rest or a more active approach to rehabilitation.
- The NFL announced a partnership with the International Concussion and Head Injury Research Foundation (ICHIRF) to fund research into the potential long-term effects and risk factors associated with concussion in high-impact sports, including horse racing.

SHARING PROGRESS

The NFL is committed to sharing what it is learning across all levels of football—and to other sports and society at-large.

» **Heads Up Football**: In April 2013, USA Football—with support from the NFL—launched the Heads Up Football program. This educational outreach program, supported by a $45 million grant from the NFL Foundation, strives to improve player safety for youth and high school players by training and certifying coaches on safety fundamentals; teaching proper tackling techniques; appointing Player Safety Coaches for every youth league to enforce safety protocols; ensuring proper equipment fitting; and teaching coaches, parents and players how to recognize and respond to injuries, including concussions. In February 2015, USA Football released new youth tackle football practice guidelines, which have been endorsed by leading medical organizations. These include clear definitions of contact and time limits on full player-to-player contact.

» **Increasing Access to Athletic Trainers**: Nearly two thirds of high schools lack a full-time athletic trainer (AT) and almost 30 percent of high schools do not have any athletic trainer at all. In 2014, the NFL Foundation established a matching grant program designed to help NFL teams increase access to ATs in their communities. To date, 22 NFL clubs have used this grant to support local schools and leagues. In October 2016, the NFL Foundation, in collaboration with Gatorade, the National Athletic Trainers' Association (NATA), the Korey Stringer Institute (KSI) and the Professional Football Athletic Trainers Society (PFATS), launched a pilot program in four states to provide funding to public high schools with football programs that have limited or no access to an AT. Grants, each in the amount of $35,000, will be awarded over a three-year period to fund an athletic training program.

» **Raising Awareness about Concussions**: A poster and related player fact sheet were developed, in partnership with the CDC and others, to educate NFL players about the symptoms and possible consequences of concussions and advise them to report any related symptoms they may experience. A similar poster, endorsed by 16 national governing bodies for sport, was developed for young athletes and made available through the CDC to display in youth team locker rooms, gymnasiums and schools nationwide.

PLAY SMART PLAY SAFE

- **Helmet Replacement Program**: In 2012, the NFL partnered with the U.S. Consumer Protection Safety Commission and a number of other organizations to launch a helmet replacement program for youth football leagues in underserved communities. In conjunction with USA Football, the NFL continues to offer grants to provide helmets and other protective equipment for eligible youth and high school leagues.
- **Youth Concussion Laws**: In 2010, the NFL began advocating for youth sports concussion laws in every state. These laws are modeled after Washington's Lystedt Law, which includes three components: 1) concussion education for parents, coaches and players; 2) immediate removal from play of an athlete who has sustained a concussion; and 3) clearance by a licensed medical professional before a young athlete may return to play or practice. These laws have now been adopted in all 50 states, as well as the District of Columbia.
- **NFL PLAY 60**: NFL PLAY 60 aims to promote the importance of a healthy lifestyle among today's youth by encouraging at least 60 minutes of physical activity every day. Since 2007, the league has committed more than $325 million to grants, health and fitness programming for youth, and media time for public service announcements. The NFL and its clubs have supported programs in over 73,000 schools nationwide—giving more than 38 million children the chance to boost their activity levels. Research conducted by The Cooper Institute through its NFL PLAY 60 FitnessGram® Project revealed annual improvements in aerobic capacity and body mass index for students participating in NFL PLAY 60 programming when compared to schools not utilizing NFL PLAY 60 programs.
- **NFL FLAG**: Flag football is a great way for boys and girls of all ages to learn the fundamentals of the game. In 2016, more than 375,000 participants played in NFL FLAG leagues in all 50 states. Additionally, the NFL FLAG-In-Schools program, which includes an in-school PE curriculum, reaches more than four million students. In 2016, the NFL Foundation worked with the Women's Sports Foundation to distribute 200 NFL FLAG In-Schools kits to organizations throughout the country that serve girls.

THE PLAY SMART. PLAY SAFE. INITIATIVE

$100 MILLION

Play Smart. Play Safe. begins with a pledge of an additional $100 million in support for independent medical research and engineering advancements—building on the $100 million that the NFL and its partners are already spending on medical and neuroscience research—and a commitment to look at anything and everything to protect NFL players and make the game safer.

$40 MILLION

More than $40 million in funding has been allotted for medical research over the next five years, primarily dedicated to neuroscience.

$60 MILLION

$60 million will go towards championing new developments in engineering, biomechanics, advanced sensors and material science that mitigate forces and better prevent against injuries in contact sports and recreational sports and for the military.



For more information about the NFL's health and safety efforts, please visit www.playsmartplaysafe.com.

NFL NAMES DR. ALLEN SILLS CHIEF MEDICAL OFFICER

Commissioner Goodell Appoints Esteemed Neurosurgeon to Advance NFL's Health and Safety Efforts

On March 26, 2017, NFL Commissioner **ROGER GOODELL** named **DR. ALLEN SILLS** as the NFL's Chief Medical Officer (CMO), a new full-time position based in New York.

Dr. Sills joined the NFL from Vanderbilt University Medical Center where he serves as Professor of Neurological Surgery, Orthopaedic Surgery and Rehabilitation, and Founder and Co-Director of the Vanderbilt Sports Concussion Center.

Dr. Sills, a neurosurgeon who has specialized in the treatment of athletes, strengthens the NFL's ongoing efforts to advance the health and safety of the sport. In his role, he works closely with team medical staffs across the league, the NFL Players Association and its advisors and the many medical and scientific experts who comprise the NFL's medical committees and guide the NFL's health and research efforts.

In September 2016, Commissioner Goodell launched *Play Smart. Play Safe* – an initiative to drive progress in the prevention, diagnosis and treatment of head injuries, enhance medical protocols and further improve the way the game is taught and played. As part of the initiative, the NFL and its 32 club owners pledged $100 million to help spur independent medical research and engineering advancements.

The appointment followed a rigorous search conducted by a premier panel of health and medical experts led by **DR. BETSY NABEL**, Chief Health and Medical Advisor to the NFL and President of Brigham Health, and including **DR. ROB HEYER**, President of the NFL Physicians Society and Team Internist for the Carolina Panthers, **RONNIE BARNES**, Senior Vice President, Medical Services and Head Athletic Trainer for the New York Giants, **DR. ROBERT CANTU**, Clinical Professor of Neurosurgery and Co-Director, Center for the Study of Traumatic Encephalopathy, Boston University School of Medicine, and **PETER FOSS**, GE Healthcare.

The panel worked closely with **DR. JOHN YORK**, and **JEFF MILLER**, NFL Executive Vice President of Health and Safety Initiatives. The NFL consulted with the NFL Players Association, including interviewing the final candidates. Dr. Sills reports to Miller.

Throughout his distinguished career, Dr. Sills has worked with numerous professional and collegiate sports programs. In addition to providing care for players on NFL sidelines as an Unaffiliated Neurotrauma Consultant, he has served as a neurological consultant to the NCAA and the International Equestrian Foundation (FEI). He has also worked as consulting neurosurgeon for the NBA's Memphis Grizzlies, the NHL's Nashville Predators, the US Equestrian Foundation and all Vanderbilt University, Belmont University and Mississippi State University athletic teams.

Dr. Sills is an active researcher who has published more than 150 scientific articles and presentations including more than 40 in the last five years on the topic of sports concussion. He is a member of the Concussion in Sport Group, which publishes international standards regarding concussion in sport. Dr. Sills is also a fellow of the American Board of Neurological Surgery and the American College of Surgeons and currently serves as Section Editor for Sports and Rehabilitation for the journal *Neurosurgery*.

Previously, Dr. Sills has served as Founder and Executive Director, Memphis Regional Brain Tumor Center; Director of the Neuroscience Institute at Methodist University Hospital, Memphis; Associate Professor, Department of Neurosurgery, College of Medicine at the University of Tennessee, Memphis and the Semmes-Murphey Clinic; and Chief, Division of Neurosurgery at the Memphis Veterans Affairs Medical Center.

Dr. Sills graduated *summa cum laude* from Mississippi State University with a degree in engineering and received his medical degree from the Johns Hopkins University School of Medicine in Baltimore, Maryland, where he also completed his internship in General Surgery, his residency training in Neurological Surgery and an NIH-funded Neuro-Oncology Fellowship.

Dr. Sills and his wife Shawne live in Tennessee and have four children. He serves on the Board of Directors for Make-A-Wish Foundation of Middle Tennessee, the Heritage Foundation of Franklin and Williamson County Tennessee and has served as a youth baseball coach for more than 20 years.

CONCUSSION GAME DAY CHECKLIST

Player receives impact to the head **AND** Player exhibits or reports symptoms or signs suggestive of a concussion or stinger **OR** ATC, booth ATC, team physician, NFL official, coach, teammate or UNC initiates protocol

Player is immediately removed to sideline or stabilized on field, as needed.

No-Go
- LOC
- Confusion
- Amnesia

If observed at any point, **NO RETURN TO PLAY**

SIDELINE SURVEY

Removed helmet. Team Physician and UNC perform **sideline survey**:
- No-Go
- History of Event
- Concussion Signs/Symptoms
- Maddock's Questions
- Video Review
- Focused Neurological Exam:
  - Cervical Spine Exam (including range of motion- pain)
  - Evaluation of Speech
  - Observation of Gait
  - Eye Movements and Pupillary Exam

If normal sideline survey and "benign" video, player may **RETURN TO PLAY.**

If *any* elements are positive, inconclusive or suspicious of concussion, player is escorted to locker room.

LOCKER ROOM EXAM

Team Physician/ UNC/ ATC ***OR***
Team Physician/ UNC perform **locker room exam:**
- Complete NFL SCAT
- Complete Neurological Exam

If normal assessment, player may **RETURN TO PLAY.**

If abnormal, **NO RETURN TO PLAY:**
- Player stays in locker room
- Periodic evaluation by medical team
- Follow-up neurological exam

During above checklist, if player demonstrates progressive/ worsening concussion symptoms -> **No Return to Play**

Revised June 2017

RETURN-TO-PARTICIPATION PROTOCOL

STEP 1

REST AND RECOVERY

The player is prescribed rest until his signs and symptoms and neurologic examination, including cognitive and balance tests, return to baseline status.

STEP 2

LIGHT AEROBIC EXERCISE

Under direct oversight of the team's medical staff, the player should begin graduated cardiovascular exercise and may also engage in dynamic stretching and balance training.

STEP 3

CONTINUED AEROBIC EXERCISE & INTRODUCTION OF STRENGTH TRAINING

The player continues with supervised cardiovascular exercises that are increased and may mimic sport-specific activities, and supervised strength training is introduced.

STEP 4

FOOTBALL SPECIFIC ACTIVITIES

The player continues cardiovascular, strength and balance training and participates in non-contact football activities (e.g. throwing, catching, running, and other position-specific activities).

STEP 5

FULL FOOTBALL ACTIVITY / CLEARANCE

Upon clearance by the Team Physician for full football activity involving contact, the player must be examined by the Independent Neurological Consultant (INC) assigned to his Club. If the INC concurs with the team physician that the player's concussion has resolved, he may participate in his Club's next practice or game.

Revised June 2017

THE TEAM BEHIND THE TEAM

29 TOTAL GAME DAY MEDICAL STAFF

ON AVERAGE EACH TEAM HAS:

4 ATHLETIC TRAINERS
Assess and treat player injuries in conjunction with team doctors

2 PRIMARY CARE PHYSICIANS
Evaluate players for general medical conditions and concussions

2 ORTHOPEDISTS
Evaluate and treat players for injuries to the bones and joints

1 UNAFFILIATED NEUROTRAUMA CONSULTANT
Evaluates players for possible head injuries and concussions

1 CHIROPRACTOR
Provides back/spinal adjustments for players and treats muscular injuries

STADIUM MEDICAL TEAM:

2 INDEPENDENT ATHLETIC TRAINERS
Notify on-field medical staff of possible injuries from press box. The independent AT spotters can call a medical timeout to stop the game to have a player receive medical attention

1 RADIOLOGY TECHNICIAN
Takes x-rays of injured players at the stadium

1 DENTIST
Treats dental issues

2 EMTS/PARAMEDIC CREW
Transport players to hospital in the event of serious injuries

1 OPHTHALMOLOGIST
Treats eye injuries

1 VISITING TEAM MEDICAL LIAISON
Local emergency physician certified to practice medicine in the state where the game is being played. The VTML works with the team to provide access to care, medication and first-rate medical facilities

1 AIRWAY MANAGEMENT PHYSICIAN
Provides emergency intubation to severely injured, non-breathing players

Information provided by the National Football League Physicians Society (NFLPS). Numbers reflect the average number of medical staff present and should not be considered official NFL protocol.

NFLPS

AP Photo | Aaron M. Sprecher



[1]*New models not previously worn by NFL players*
[2]*Discontinued model*
[3]*Riddell Speed Classic was renamed Riddell Foundation in 2017*

2017 HELMET LABORATORY TESTING PERFORMANCE RESULTS

THE NFL, IN COLLABORATION WITH THE NFLPA, THROUGH THEIR RESPECTIVE APPOINTED BIOMECHANICAL EXPERTS, COORDINATED EXTENSIVE LABORATORY RESEARCH ON 33 HELMETS TO DETERMINE WHICH HELMETS BEST REDUCED HEAD IMPACT SEVERITY.

Helmets are listed within each group in order based on their performance in the laboratory testing. The performance of each helmet is illustrated on the bar graph, with a shorter bar representing better performance. The rankings are based exclusively on the ability of the helmet to reduce head impact severity measures in laboratory testing. Issues with helmet fit, retention, and long-term durability are not addressed in these rankings. The Top-Performing Group consists of helmets whose performance was not statistically different from the top-ranked helmet. The information presented here is based solely upon the results of this research and the expert opinions of the scientists involved.

The laboratory test conditions were intended to represent potentially concussive head impacts in the NFL. The results of this study should not be extrapolated to collegiate, high school, or youth football.

ALL TESTED HELMETS WERE CERTIFIED AS COMPLIANT WITH THE NATIONAL OPERATING COMMITTEE ON STANDARDS FOR ATHLETIC EQUIPMENT (NOCSAE) AND ARE THEREFORE PERMITTED FOR USE BY NFL PLAYERS. NO HELMET SYSTEM CAN COMPELTELY PROTECT AGAINST SERIOUS BRAIN AND/OR NECK INJURIES A PLAYER MIGHT SUSTAIN WHILE PARTICIPATING IN FOOTBALL.

HEALTH AND SAFETY-RELATED CHANGES FOR THE 2017 SEASON

At the 2017 Annual League Meeting in March, NFL clubs voted to make additional rules changes and changes to the way games are officiated that may improve the health and safety of players.

These changes were proposed by clubs and the NFL Competition Committee, a group that met several times since the Super Bowl to study film and discuss player safety with physicians, safety experts and advocates – including the NFL medical committees and the NFL Players Association.

Approved Health and Safety-Related 2017 Playing Rules Proposals:

- Prohibits the "leaper" block attempt on field goal and extra point plays.
- Extends the rule changing the spot of the next snap after a touchback resulting from a free kick to the 25-yard line for another year.
- Gives a receiver running a pass route defenseless player protection.
- Prohibits crackback blocks by a backfield player who is in motion, even if he is not more than two yards outside the tackle when the ball is snapped.
- At the NFL League Meeting in May, NFL clubs also voted to reduce the length of overtime in the preseason and regular season to 10 minutes.

"The committee continues to emphasize the importance of sportsmanship and taking improper techniques out of the game," said **TROY VINCENT**, NFL Executive Vice President of Football Operations.

Other Changes Seeking to Better Protect Players

Clubs also agreed on certain changes to the way games are officiated. This includes a point of emphasis on forcible hits to the quarterback – a defensive player cannot "wrap" a quarterback at the knee area or below to bring him down.

Another new point of emphasis: on flagrant hits, a player still can be ejected immediately by an official for a flagrant hit, but now a suspension may also follow from the league office, even for a first-time offender.

"We were impressed when we watched the tape this year – and it's a credit to our players, to our coaches, to college football and to high school football – that you are seeing players adjust the way they play the game," said **RICH MC KAY**, President and CEO of the Atlanta Falcons and Chairman of the NFL Competition Committee.

McKay said there were just a few plays last season that would warrant ejection and suspension, even for a first-time offense.

"The hits were very egregious, and we quite frankly want to get any of those hits out of the game," he said. "We think one way to get them out of the game is suspension because that is the ultimate deterrent to all players."

47 HEALTH AND SAFETY-RELATED RULES CHANGES SINCE 2002

As the NFL learns more about player health and safety, the league evaluates and changes rules to evolve the game and try to improve protections for players. Since 2002 alone, the NFL has made 47 rules changes intended to eliminate potentially dangerous tactics and reduce the risk of injuries.

2017

- Prohibits the "leaper" block attempt on field goal and extra point plays.
- Extends the rule changing the spot of the next snap after a touchback resulting from a free kick to the 25-yard line for another year.
- Gives a receiver running a pass route defenseless player protection.
- Prohibits crackback blocks by a backfield player who is in motion, even if he is not more than two yards outside the tackle when the ball is snapped.
- Reduces the length of overtime in the preseason and regular season to 10 minutes.

2016

- All chop blocks are prohibited.
- The horse collar tackle rule is expanded to include when a defender grabs the jersey at the name plate or above and pulls a runner toward the ground.
- In an effort to increase touchbacks, the spot of the next snap after a touchback resulting from a kickoff is moved from the 20- to the 25-yard line.

2015

- Rules prohibiting illegal "peel back" blocks are extended to cover all offensive players.
- Offensive backs are prohibited from chopping a defensive player engaged above the waist by another offensive player outside the tackle box.
- Defenseless player protections are expanded to cover the intended receiver of a pass in the immediate continuing action following an interception.
- When a team presents a punt, field-goal or try kick formation, defenders are prohibited from pushing teammates on the line of scrimmage.

2014

- Clipping and unnecessary roughness penalties are expanded to prohibit blockers from rolling up on the side of a defender's leg.

2013

- Players are required to wear protective knee and thigh pads.
- It is illegal for a runner or tackler to initiate forcible contact by delivering a blow with the top or crown of his helmet against an opponent when both players are clearly outside the tackle box.
- "Peel back" blocks below the waist are illegal inside the tackle box.
- The list of "defenseless players" is expanded to include long snappers on field goals and PATs (point after touchdowns).
- The "bunch" formation is eliminated on field goals and PATs. No more than six defenders may be on the line of scrimmage on either side of the snapper at the snap for these plays.

2012

- The list of "defenseless players" is expanded to include defensive players on crackback blocks, making it illegal to hit them in the head or neck area.

2011

- The restraining line for the kicking team is moved from the 30- to the 35-yard line in an effort to increase touchbacks.
- All kicking team players other than the kicker must be lined up no more than five yards behind their restraining line, eliminating the 15- to 20-yard running "head start" that had become customary for many players.
- The list of "defenseless players" is expanded to include: a kicker/punter during the kick or during the return; a quarterback at any time after a change of possession; and a player who receives a "blindside" block when the blocker is moving toward his own endline and approaches the opponent from behind or from the side. Previously, these players were protected against blows to the head, but not against blows delivered by an opponent with the top/crown or forehead/"hairline" parts of the helmet against other parts of the body.
- A receiver who has completed a catch is a "defenseless player" until he has had time to protect himself or has clearly become a runner. A receiver/runner is no longer defenseless if he is able to avoid or ward off the impending contact of an

opponent. Previously, the receiver who had completed a catch was protected against an opponent who launched and delivered a blow to the receiver's head.

2010

- During a field-goal attempt, punt or try-kick, a defensive team player who is within one yard of the line of scrimmage at the snap must have his entire body outside the snapper's shoulder pads.
- After a half has expired, dead ball personal fouls by either team will be enforced on the succeeding kickoff.
- A player who has just completed a catch is protected from blows to the head or neck by an opponent who launches.
- All "defenseless players" are protected from blows to the head delivered by an opponent's helmet, forearm or shoulder.
- Kickers and punters during the kick and return, and quarterbacks after a change of possession, are protected from blows to the head delivered by an opponent's helmet, forearm or shoulder, instead of just helmet-to-helmet contact.
- The ball is declared dead at the spot if a runner's helmet comes completely off.

2009

- Teams are not permitted to intentionally form a wedge of more than two players on a kickoff return in an attempt to block for the runner.
- The "bunch" formation on kickoffs is eliminated. The kickoff team must have at least three players outside each hash mark, one of whom must be outside the yard-line number.
- It is an illegal "blindside" block if the blocker is moving toward his own endline and approaches the opponent from behind or from the side, and the initial force of the contact by the blocker's helmet, forearm or shoulder is to the head or neck area of an opponent.
- It is an illegal hit on a defenseless receiver if the initial force of the contact by the defender's helmet, forearm or shoulder is to the head or neck area of the receiver.
- The rule regarding low hits on passers is clarified:
    A. A defender cannot initiate a roll or lunge and forcibly hit the passer in the knee area or below, even if he is being contacted by another player.
    B. It is not a foul if the defender swipes, wraps or grabs a passer in the knee area or below in an attempt to tackle him.

2007

- A block below the waist against an eligible receiver while the quarterback is in the pocket is a 15-yard penalty instead of a 5-yard penalty (an illegal cut block).

2006

- Low hits on the quarterback are prohibited when a rushing defender has an opportunity to avoid such contact.
- Blocks in the back above the waist by the kicking team while the ball is in flight during a scrimmage kick are illegal.
- The definition of a "horse collar tackle" is expanded to include grabbing the inside collar of the jersey.
- During a field-goal attempt or a try, a defensive player who is within one yard of the line of scrimmage at the snap must have his helmet outside the snapper's shoulder pad.
- Personal or unsportsmanlike conduct fouls that occur during halftime or during intermission between the fourth period and an overtime period will be penalized on the ensuing kickoff.
- During a free kick, at least four kicking team players must be on each side of the kicker when the ball is kicked.

2005

- It is illegal to grab the inside collar of the shoulder pads to tackle a runner ("horse collar tackle").
- Unnecessarily running, diving into or throwing the body against a player who should not have reasonably anticipated such contact by an opponent is unnecessary roughness. Previously, the rule only protected a player who is out of the play.
- A kicker/punter must not be unnecessarily contacted by the receiving team through the end of the play or until he assumes a distinctly defensive position. An opponent may not unnecessarily initiate helmet-to-helmet contact to the kicker/punter during the kick or during the return.
- An offensive player who is aligned in the tackle box at the snap and moves to a position outside the box is prohibited from initiating contact on the side or below the waist of an opponent if the blocker is moving toward his own end line and approaches the opponent from behind or from the side ("peel back block"). The near shoulder of the blocker must be in front of his opponent's body.

2002

- The chop block technique is illegal on all kicking plays.
- It is illegal to hit a quarterback helmet-to-helmet any time after a change of possession.

NFL & SOCIAL RESPONSIBILITY

KICKOFF 2017

BEYOND THE GAME:
NFL SOCIAL RESPONSIBILITY

MISSION

The NFL will implement consistent and thoughtful responses to societal issues by educating the NFL family, instituting transparent league policies, and actively engaging with communities to positively impact society.

OFF-THE-FIELD STATS

ENCOURAGING YOUTH ATHLETICS AND HEALTHY LIVING

NEARLY 7,300 YOUTH LEAGUES AND MORE THAN 2,300 HIGH SCHOOLS
are enrolled in USA Football's Heads Up Football program

MORE THAN 3,400 NFL FLAG POWERED BY USA FOOTBALL FLAG ESSENTIALS KITS
distributed this school year impacting nearly 1.9 million youth

MORE THAN $1 MILLION CONTRIBUTED TO FREE YOUTH FOOTBALL CAMPS
hosted by current and former NFL players

16 MILLION STUDENTS ARE MORE ACTIVE AND 13 MILLION MORE ARE EATING HEALTHY
through Fuel Up to PLAY 60

$55 MILLION FROM THE NFL FOUNDATION TO REVITALIZE 482 FIELDS
for youth athletics since 1998

FOSTERING SOCIAL RESPONSIBILITY

IN 2016, MORE THAN 6,000 TEAM EMPLOYEES AND PERSONNEL PARTICIPATED IN
alcohol-abuse, domestic-violence, and sexual-assault educational programs

MORE THAN 1.4 MILLION FANS HAVE SIGNED UP TO BE DESIGNATED DRIVERS through the NFL-MADD partnership over the last five years

SUPPORTING OUR COMMUNITIES

$65,000 RAISED
to date for players' causes by NFL Auction, which auctioned off players' cleats from the My Cause My Cleats campaign

$400,000 CONTRIBUTED
to OneOrlando Fund by NFL Foundation and three Florida-based NFL teams

MORE THAN $5 MILLION TO MILITARY APPRECIATION NONPROFITS
in 2016, bringing the total to more than $15 million since 2011

$1 MILLION SUPER BOWL LEGACY GRANT
given by the NFL Foundation to Houston nonprofits

**As of March 2017*

AP Photo/Aaron M. Sprecher

CONTINUING TO MAKE AN IMPACT OFF THE FIELD

The league, its players, coaches, owners, and staff strive for excellence both on and off the field. Through our ongoing community work and key NFL events like the Super Bowl, Pro Bowl, Draft, and Kickoff, we are proud of our year-round commitment to making positive change nationwide.

WALTER PAYTON NFL MAN OF THE YEAR AWARD

The Walter Payton NFL Man of the Year Award Presented By Nationwide was established in 1970 and renamed in 1999 after the late Hall of Fame Chicago Bears running back Walter Payton. The award recognizes a player for his excellence on and off the field and is among the league's most prestigious awards. Each team nominates one player as its Man of the Year who is then eligible to win the national award. These players represent the best of the NFL's commitment to philanthropy and community impact.

WALTER PAYTON MAN OF THE YEAR PRESENTED BY Nationwide

This year, in addition to a donation to a charity of his choice, each nominee received a donation in his name to support the expansion of NFL and United Way's Character Playbook™ Program across all NFL markets. Character Playbook™, operated by EverFi, is a national education initiative focused on youth character development and building healthy relationships.

As a result of the enhanced contributions and the fact that there were two award recipients—Arizona Cardinals wide receiver LARRY FITZGERALD and New York Giants quarterback ELI MANNING—a total of $1,250,000 was donated on behalf of the 2016 Award winners. The funds were allocated as follows: $625,000 in the name of each winner, with $312,500 going to a charity of Fitzgerald and Manning's choice and $312,500 supporting the expansion of Character Playbook™.


AP Photo/Ben Liebenberg

LARRY FITZGERALD:
2016 WALTER PAYTON NFL MAN OF THE YEAR


AP Photo/Ben Liebenberg

ELI MANNING:
2016 WALTER PAYTON NFL MAN OF THE YEAR

As the runner-up, Carolina Panthers tight end GREG OLSEN received a $125,000 donation that went toward his foundation, Receptions for Research, which provides resources to enhance the lives of those affected by cardiovascular diseases and cancer, and a $125,000 donation in his name to expand Character Playbook™. In addition, the 29 team winners received a $50,000 donation to their charity of choice and an additional $50,000 donation in their name to Character Playbook™. Donations are courtesy of the NFL Foundation, Nationwide, and United Way Worldwide.

To further celebrate and promote the 32 nominees, Nationwide, the presenting sponsor of the Award, hosted the second annual Charity Challenge. The month-long social media contest gave NFL fans the opportunity to show support for their favorite nominee and offered players a chance to secure a $25,000 donation to their charity of choice, courtesy of Nationwide. Fans were invited to vote for their favorite nominee by using that player's unique hashtag. The player hashtag that generated the most mentions was Greg Olsen, who received a $25,000 donation to his Receptions for Research foundation. As a show of appreciation to runner-up Torrey Smith and his fans for their participation, Nationwide also donated $10,000 to The Torrey Smith Family Fund.

For additional information, visit NFL.com/manoftheyear.

SALUTE TO SERVICE

The NFL and NFL Players Association continue their long history of honoring veterans and active-duty military members and their families as part of the league's SALUTE TO SERVICE campaign. Throughout the year, the league, teams, and partners give back to the men and women in uniform who sacrifice so much for this country. These efforts culminate in November with NFL Salute to Service games and other special events honoring veterans, active-duty service members, and their families.

Since 2011, more than $15 million has been raised through Salute to Service to support the league's military appreciation nonprofit partners: USO, Pat Tillman Foundation, and Wounded Warrior Project®. During the 2016 season, the NFL again donated $1,000 for every point scored during Salute to Service games to these partners, along with all proceeds raised from Salute to Service products auctioned on nfl.com/auction.

USO – For the past 50 years, the NFL and USO worked together to honor and celebrate our service members and their families year-round. Through the lens of football, the league will continue to keep service members connected to the things they hold dear – family, home, and country – with an additional $5 million donation over the next three years. This includes support for the USO's "Force Behind the Forces," a new development and renovation project that will allow the USO to expand its services to an additional 125,000 service members and military families.

PAT TILLMAN FOUNDATION – Contributions from the NFL's Salute to Service campaign support the Tillman Scholar Program, which provides academic scholarships to veterans, active-duty service members, and their spouses. To date, the foundation has provided more than 460 Tillman Scholars the opportunity to pursue degree programs of their choice. The NFL partnered with the Pat Tillman Foundation in 2010 to annually honor Scholars who best exemplify Tillman's enduring legacy of service. The NFL's contributions also support the annual Pat Tillman Leadership Summit, which convenes Tillman Scholars to network, collaborate, and present solutions to challenges facing the country through scholar keynotes, panels, and workshops with industry, nonprofit, and community leaders.

WOUNDED WARRIOR PROJECT® – The NFL works closely with Wounded Warrior Project® (WWP) to honor and empower Wounded Warriors. Contributions from the league's Salute to Service campaign have funded the WWP's Physical Health and Wellness Expos throughout the United States, supporting more than 800 wounded warriors and family members. This year, the NFL will provide financial support to one of WWP's programs, Project Odyssey, which helps provide continued mental health care for more than 2,000 wounded veterans annually to help them cope with the invisible wounds of war.

TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS – The NFL and its clubs work together with the Tragedy Assistance Program for Survivors (TAPS) to honor fallen service members and provide support to all those who have lost a loved one serving in our Armed Forces. This past year, during their Salute to Service games, players from the Atlanta Falcons, Carolina Panthers, and Los Angeles Rams recognized surviving military families by wearing a special helmet decal with a fallen service member's initials. Also, this year the NFL hosted 16 military families from TAPS at the 2017 Pro Bowl in Orlando, Florida.

NFL SALUTE TO SERVICE AWARD

The NFL SALUTE TO SERVICE AWARD PRESENTED BY USAA is awarded annually to an NFL player, coach, alumni, or team personnel member who demonstrates an exemplary commitment to honoring and supporting the military community. As part of the award, a $25,000 contribution is made by USAA in the winner's honor to aid organizations representing all five military branches.



In February, the NFL and USAA awarded Atlanta Falcons head coach Dan Quinn with the 2016 "Salute to Service Award presented by USAA," the league's Official Military Appreciation Sponsor.

During the spring of 2016, Coach Quinn hosted the 2nd Annual Rookie Club Olympics at the Falcons training facility, where he invited 100 military members from Fort Benning, Georgia, to participate. Coach Quinn also hosts a "Military Day" at Falcons training camp and 20 military members at each Falcons home game throughout the season. In addition, working with TAPS, he provided a special opportunity for families of fallen soldiers, hosting 63 families at the Falcons Salute to Service game in November. Additionally, last offseason, Coach Quinn led four Falcons players on a week-long USO Tour through the Pacific, including stops in Guam and Hawaii.

For additional information, visit nfl.com/salute.

CELEBRATING YOUTH HEALTH AND WELLNESS THROUGH THE NFL PLAY 60 MOVEMENT

NFL PLAY 60 aims to promote the importance of a healthy lifestyle among today's youth by encouraging at least 60 minutes of physical activity every day.

Since 2007, the league has committed more than $325 million to grants, health and fitness programming for youth, and media time for public service announcements. The NFL and its clubs have supported programs in more than 73,000 schools nationwide—giving more than 38 million children the chance to boost their activity levels.

FUEL UP TO PLAY 60

FUEL UP TO PLAY 60 is an in-school nutrition and physical activity program launched by the NFL and National Dairy Council, an organization founded by America's dairy farmers, in collaboration with the U.S. Department of Agriculture. The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables, and whole grains) and achieve at least 60 minutes of physical activity every day.

Fuel Up to Play 60 en Español is also available, extending resources to Spanish-speaking communities. For additional information, visit fueluptoplay60.com.

THE NFL PLAY 60 CHALLENGE

THE NFL PLAY 60 CHALLENGE is a four-to-six week health-based in-school curriculum, created in partnership with the AMERICAN HEART ASSOCIATION (AHA). The NFL PLAY 60 Challenge encourages educators, children, and parents to integrate health and fitness breaks into daily classroom lessons in school and at home.

Recently, the NFL and AHA joined forces with Discovery Education to strengthen the reach and impact of the NFL PLAY 60 Challenge with a custom set of free digital lesson plans, videos, and interactive activities that educators, students, and parents nationwide can access to get the necessary 60 minutes or more of physical activity each day.

During the week of Super Bowl LI, the NFL and AHA, working together with Discovery Education held a free Virtual Field Trip that educators across the country could livestream in their classrooms. The Virtual Field Trip focused on the importance of healthy eating and daily physical activity while explaining the science behind the cardio that NFL players use to stay fit. For additional information, visit aha-nflplay60challenge.org.

NFL PLAY 60 COMMUNITY IMPACT

ALL 32 NFL CLUBS
support NFL PLAY 60 programs

MORE THAN 2,000
NFL PLAY 60 events are held annually

16 MILLION STUDENTS
being more active

13 MILLION STUDENTS
eating healthier

MORE THAN $1 MILLION
dollars in Fuel Up to Play 60 (FUTP60) Hometown Grant funding to date

IN 2016, 1.5 MILLION STUDENTS
were reached across the country with FUTP60 NFL FLAG In-School Kits

$7,500 in PLAY 60 Grants to parks and recreation sites in each NFL market

NFL PLAY 60 Challenge Virtual Field Trip Highlights:
Total livestream classroom views: **2,829**
Total number of students reached: **257,439**

130,000 adults enrolled and empowering youth to lead the Fuel Up to Play 60 program

Research conducted by The Cooper Institute through its NFL PLAY 60 FitnessGram® Project revealed **annual improvements in aerobic capacity** and body mass index for students participating in NFL PLAY 60 programming

ENCOURAGING ACTIVITY THROUGH TECHNOLOGY



Even in today's screen-based world, kids can still get their daily dose of activity, thanks to a free NFL PLAY 60 app created in partnership with the AHA and developed by Dreamkind.

Designed for smartphones and tablets, the app engages kids ages 6 to 14 in an "endless" runner game. Users literally run, jump, pivot, and turn in place to navigate their on-screen avatar through obstacles. The app has been downloaded more than 1,000,000 times since its launch and will include updated game features this September.

NFL PLAY 60 SUPER KID

The NFL PLAY 60 SUPER BOWL CONTEST PRESENTED BY DANIMALS is now in its tenth year. Kansas City Chiefs fan and Olathe, Kansas, native Sophia Schneider is this year's NFL PLAY 60 Super Kid. She had the honor of handing the game ball to a game official moments before kickoff of Super Bowl LI. Young fans nationwide entered the NFL PLAY 60 Super Bowl Contest presented by Danimals on NFLRUSH.com. Schneider, who is a Fuel Up to Play 60 state ambassador, pledged to be active for 60 minutes a day and submitted a video showcasing her passion for football and eating healthy.



The NFL PLAY 60 CHARACTER CAMPS program is a partnership between the NFL and the Muñoz Agency. The mission of the camps is to make a positive impact on youth through teaching football skills, emphasizing exercise, and reinforcing the importance of character in athletics and life. The Character 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. Since the inception of NFL PLAY 60 Character Camps in 2012, more than 60 camps have taken place, impacting more than 20,000 youth across the country.

PROVIDING OPPORTUNITIES FOR ALL

SPECIAL OLYMPICS PARTNERSHIP

The NFL and Special Olympics have teamed up to provide opportunities for athletes of all abilities to 'PLAY 60' through the expansion of Special Olympics Unified Flag Football. The partnership between the NFL and Special Olympics promotes awareness, respect, and inclusion of Special Olympics athletes.

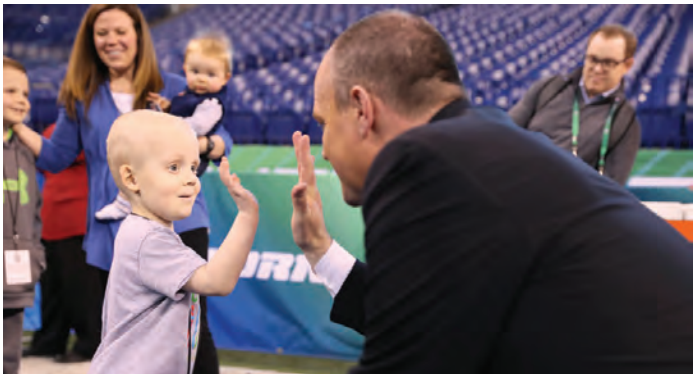
NFL Foundation funding will be used by Special Olympics to:

- Fund Special Olympics Unified Sports®, which builds inclusive communities by enabling people with and without intellectual disabilities to play on the same team
- Support 11 Special Olympics programs in Massachusetts, New Jersey, North Carolina, Colorado, northern California, Illinois, Pennsylvania, Kansas, Texas, Washington, and Virginia
- Increase the collective participation of athletes, partners, and coaches in Special Olympics flag football

The NFL and SHRINERS HOSPITALS FOR CHILDREN continue to work together to present opportunities for athletes of all abilities by providing a free NFL PLAY 60 All-Ability Guide. This guide includes adaptive activities to help those with different physical abilities live an active lifestyle so that no child is left on the sidelines.

To download or learn more about the NFL PLAY 60 All-Ability Guide, visit NFLRUSH.com/play60/partners.

NFL PLAY 60 is the "Official Champion of Play" at St. Jude Children's Research Hospital®, the global leader in finding cures and saving children with cancer and other life-threatening diseases. Since 2012, the NFL has helped St. Jude patients and families cope with serious illnesses through play therapy and peer interaction. This partnership has raised support and awareness for the lifesaving mission of St. Jude and given patients unique experiences at various NFL events, including the NFL Draft and NFL Scouting Combine through NFL Network's Run Rich Run campaign.



St. Jude patient, Grayson Walworth, greets NFL Network's Run Rich Run host, Rich Eisen, during the 2017 NFL Scouting Combine at Lucas Oil Stadium on Sunday, March 5, 2017, in Indianapolis. (AP Photo/Ben Liebenberg)

CONTINUING THE FIGHT AGAINST CANCER

Every October starting in 2009, the NFL family and the American Cancer Society have come together to support Breast Cancer Awareness Month through the league's A Crucial Catch: Screening Saves Lives campaign. The campaign has raised more than $17 million for the American Cancer Society and CHANGE grants have provided more than 120,000 screenings and breast health education to more than 260,000 women in underserved communities. With this level of success, together with the ACS, we're going to look to make an even bigger impact. In 2017 the NFL will evolve it's A Crucial Catch platform into a multi-cancer platform. This new evolution will keep the name Crucial Catch, but will expand the impact of the league's work from a focus on just breast cancer screenings, to cancer detection and risk reduction more broadly. The annual launch of the campaign, will be primarily focused around a two-week activation window in the month of October.

For additional information, visit: nfl.com/crucialcatch.

NFL FOUNDATION

The National Football League Foundation is a nonprofit organization dedicated to improving the lives of those touched by the game of football – from players at all levels to communities across the country. The NFL Foundation represents the 32 NFL clubs and supports the health, safety, and wellness of athletes, youth football, and the communities that support our game.

Whether it's promoting new youth and high school football safety standards, encouraging active, healthy living, supporting players' philanthropic efforts, or promoting character education training and programming for young athletes and students alike, the NFL Foundation's impact extends well beyond the game.

USA FOOTBALL

The NFL Foundation is a strong supporter of youth football, flag football, and the broad efforts to help the youngest players learn proper fundamentals, be active, have fun, and, most importantly, stay safe. The NFL Foundation made a five-year, $45 million commitment to USA Football, the sport's national governing body and a member of the U.S. Olympic Committee, to support the development, participation, safety, and values of football through a variety of programs across all levels of the game.

USA Football's Heads Up Football program continued to grow in 2016. This educational outreach program, supported by a grant from the NFL Foundation, strives to improve player safety for youth and high school players by training and certifying coaches on safety fundamentals; teaching proper tackling techniques; appointing Player Safety Coaches for every youth league to enforce safety protocols; ensuring proper equipment fitting; and teaching coaches, parents, and players how to recognize and respond to injuries, including concussions. In February 2015, USA Football released new youth tackle football practice guidelines, which have been endorsed by leading medical organizations. These include clear definitions of contact and time limits on full player-to-player contact. 32 state athletic associations have endorsed the program, including 18 additional state associations and organizations making endorsements in 2016.

NFL FIELD GRANTS

Creating access to safe places for athletes to practice and play is a priority for the league. The NFL Foundation provides funds through CLUB MATCHING FIELD GRANTS, to create or refurbish youth football fields and stadiums in team markets. Additionally, the NFL FOUNDATION GRASSROOTS PROGRAM, a partnership between the NFL Foundation and the Local Initiatives Support Corporation, provides grants to neighborhood-based, nonprofit youth organizations and high schools to improve the quality, safety, and accessibility of football fields in underserved areas.



MORE THAN $43 MILLION in NFL Foundation Grassroots grants has supported the creation or refurbishment of 322 fields nationwide since 1998.

"These field refurbishments ensure athletes have a safe place to come together, play with friends, and enjoy the many benefits sports offer."

—NFL Commissioner Roger Goodell

CHARACTER

PROMOTING POSITIVE CHARACTER

Investing in youth education and social and emotional wellness is a priority area for the NFL Foundation, which has committed more than $4 million in funding for character education initiatives. This includes the InSideOut Initiative, currently underway in Colorado and Texas and Ohio, and expanding in 2017 to California, Louisiana and several other states and NFL markets to reject a win-at-all-costs high school sports culture in favor of one that defines and promotes sports as an opportunity for personal growth and promotion of leaders who model excellent character on and off the field. The InSideOut Initiative helped coaches impact more than 1 million student athletes last year.

Positive character, core values, and healthy relationships are the focus of Character Playbook™. The program launched at the 2016 NFL Draft in Chicago and is already active in more than 466 schools and rolling out in all 32 NFL markets by 2017, with major launch events at schools with players and clubs. The digital course comprises six interactive modules that support positive character development, social-emotional learning, and healthy relationships for grades 7-9. Character Playbook™ is the first online program of its kind that helps students develop the skills and strategies necessary to navigate complex decisions and relationships. It covers topics such as character education, communicating effectively, understanding and managing emotions, and resolving conflicts.

COACHING BOYS INTO MEN

In 2016, the NFL Foundation awarded a $100,000 grant to FUTURES WITHOUT VIOLENCE, a nonprofit organization that empowers individuals and communities to end violence against women and children around the world through its groundbreaking programs, polices, and campaigns. The grant award will be used to implement a FUTURES' COACHING BOYS INTO MEN program in Hawaii with the core goal of teaching male student athletes healthy relationship and character-building skills, respect for women and girls, and that violence never equals strength. The program will help engage football and athletic coaches and enhance their ability to address issues of relationship abuse and sexual violence head on with their student athletes while also instructing teams on what it takes to be successful in the game and in relationships on and off the field.



AP Photo/Branden Camp

HEALTH AND SAFETY SUPPORT GRANTS

ATHLETIC TRAINER GRANTS

Athletic trainers can have a significant positive impact on the health of student-athletes, including lower injury rates, fewer recurrent injuries and improved diagnosis, and return-to-play decisions for concussion and other injuries, according to a recent study by the American Academy of Pediatrics. Yet, nearly two-thirds of high schools currently do not have a full-time athletic trainer at their school.

This past fall, the NFL Foundation, in collaboration with Gatorade, the National Athletic Trainers' Association (NATA), the Korey Stringer Institute (KSI), and the Professional Football Athletic Trainers Society (PFATS), launched a pilot program to provide funding to public high schools with football programs that have limited or no access to an athletic trainer. This program is an expansion of the athletic trainer initiatives developed and implemented by the NFL Foundation and its partners over the past two years. The NFL Foundation awarded 81 grants to high schools in the four pilot states of Arizona, Illinois, Oklahoma, and Oregon. Each grant will be in the amount of $35,000 awarded over a three-year period to fund an athletic training program. The Korey Stringer Institute will lead the administration of the grant program and conduct research to assess the impact of the pilot program and the effect of athletic trainers on student athlete health outcomes.

This pilot program builds on the NFL Foundation's athletic trainer grant program established three years ago to help NFL teams increase access to athletic trainers in their communities.


AP Photo/Chris Tilley

DISASTER RELIEF

The NFL Foundation allocates disaster relief funding each year to support a wide range of activities, from immediate recovery and relief efforts with the American Red Cross and other nonprofits and the refurbishment of athletic fields, to partnering with USA Football on football equipment donations to youth and high school football organizations in recovering areas.

- The NFL Foundation and the NFL's three Florida-based teams – the Jacksonville Jaguars, Miami Dolphins, and Tampa Bay Buccaneers – united to support the victims' families and survivors of the Pulse nightclub shooting in Orlando by contributing $400,000 to the OneOrlando Fund. The nonprofit was formed by Orlando Mayor Buddy Dyer to directly support victims' families and survivors.
- The New Orleans Saints and the NFL Foundation provided financial and volunteer support to the American Red Cross and other Louisiana-based nonprofits following the historic flooding there that was billed as the worst natural disaster in the U.S. since Superstorm Sandy. Additionally, $500,000 raised from the sale of 2016 NFL Color Rush jerseys was donated to the NFL Foundation for youth and high school football equipment and field needs in affected areas of Louisiana.
- The NFL Foundation pledged a minimum of $300,000 to aid in international and domestic relief efforts in areas affected by Hurricane Matthew. This included contributions to the Salvation Army and UNICEF to support relief efforts in Haiti, the Bahamas, and other impacted areas in the Caribbean; the American Red Cross to support relief efforts in the southeastern U.S. including Florida and the Carolinas; and USA Football to help replace youth and high school football equipment and uniforms in impacted communities in the U.S.
- The Tennessee Titans and NFL Foundation contributed a total of $100,000 to support the Dollywood Foundation's My People Fund following the November 2016 Tennessee wildfires. The My People Fund provides $1,000 each month for up to six months to Sevier County families who lost their homes in the wildfires.
- The Arthur M. Blank Family Foundation and the NFL Foundation each committed $25,000 to the American Red Cross of South Georgia to aid in the aftermath of storms that ravaged through southern Georgia in January 2017, killing at least 15 people.

NFL AUCTION

There is only one place to bid on exclusive Super Bowl packages and guaranteed-authentic signed and game-used items from NFL teams and players: NFL.com/auction.

Over the past five years, NFL Auction has donated more than $5 million to NFL and team charities and nonprofits. The NFL does not retain any profits from the sale of items through NFL Auction. NFL Auction has played a key role in raising money for the NFL's breast cancer awareness and military appreciation campaigns. Game-used pink and camouflage items are featured on the site so that money can be raised for the league's charitable partners.

For additional information or to place a bid, visit nfl.com/auction.

NFL AUCTION



Thomas Davis
Autographed Jersey

COMMITTED TO A STRONGER SOCIETY

The NFL takes its position of leadership seriously. Among its players and personnel, the league strives to reflect the changes it wishes to see across society as a whole. This work includes educational programs focusing on domestic violence, sexual assault, substance abuse, and character education, as well as initiatives to increase diversity and inclusion in the league and its 32 NFL clubs. The NFL continues to use its unique stage to support causes and address topics that affect millions of lives.

EVERY CLEAT TELLS A STORY

For the first time during the 2016 season, NFL players had the chance to share the causes that are important to them as part of the NFL's MY CAUSE MY CLEATS campaign. The initiative, a culmination of 18 months of collaborative work between the NFL and players across the league, also included an online storytelling platform, in partnership with The Players' Tribune. Throughout the season, participating players worked with The Players' Tribune to tell the stories behind their cleats via long-form features and profile cards.







(AP Photo/Mark Zaleski)

More than 500 players showcased their causes on-field during games, and many worked directly with Nike, Under Armour, and Adidas to design their cleats.

In addition, players had the opportunity to raise funds for the cause of their choosing by auctioning their cleats off at NFL Auction, where the NFL is donating all funds to charities selected by players.

FOCUSING ON INCLUSION

The NFL collaborated with the AD COUNCIL for the February launch of a new PSA called "Fans of Love," an extension of their Love Has No Labels campaign. The new PSAs, filmed at the Pro Bowl, put a twist on the traditional kiss cam by replacing it with an unbiased camera that features all forms of love—friendships, families, and romantic relationships—across race, religion, gender, sexuality, ability, and age.



Photo Courtesy Ad Council

ONGOING EDUCATION AND OUTREACH

The NFL is committed to addressing social issues, including domestic violence, sexual assault, safe firearm storage, and driving under the influence. Together with experts and advisors, the league educates its staff, teams, players, and the public about these important issues, and identifies steps that can prevent them before they occur. During the 2016 season, all NFL and team employees and personnel – more than 6,000 in total – participated in year three of social responsibility education. These mandatory sessions included a focus on the importance of 'active bystanders' on the issues of domestic violence and sexual assault (DV/SA), as well as segments on DUI and firearm safety.

YEAR THREE education is available to the public online via: www.brainshark.com/NFLE/NFLDVSA17P

The prior two years of social responsibility education are available via the following links:

YEAR TWO: A firsthand look at the impact of family violence and sexual assault on the lives of victims and survivors. www.brainshark.com/NFLE/NFLDV2

YEAR ONE: A baseline education on domestic violence, sexual assault, and child abuse.
www.brainshark.com/NFLE/NFLDV



6,000 TEAM EMPLOYEES & NFL PERSONNEL

participated in year three of social responsibility education.

The league has also incorporated domestic violence and sexual assault prevention sessions into programming for all rookies.



ALL 32 NFL CLUBS

continue work with DV/SA organizations in their communities with activities ranging from abuse intervention programs, crisis center fundraisers, high school healthy relationship assemblies, and local public service campaigns.

NFL representatives continue to meet with employees of local DV/SA organizations in conjunction with major NFL events, sitting down with DV/SA groups in Philadelphia during Draft week this spring, Denver during Kickoff week last season, and Orlando during Pro Bowl week. The goal of these meetings is to update the organizations on the league's social responsibility work, including issues facing the field and ways that the NFL and its clubs can help.

During Super Bowl week, the league continued its tradition of hosting a private event to celebrate the often unnoticed efforts of the hundreds of employees and volunteers working behind the scenes at domestic violence shelters, sexual assault prevention organizations, and similar institutions. The Unsung Heroes luncheon in Houston welcomed more than 120 people and helped local DV/SA organizations make connections with area companies interested in supporting their work, long after the Super Bowl. Attendees also heard from NFL Legend Curtis Martin, Steelers cornerback William Gay, and San Francisco 49ers wide receiver Torrey Smith, all of whom grew up in violent households. They told their personal stories, and together with Commissioner Goodell, they thanked the attendees for their essential work to address and prevent DV/SA.

EXPANDING EXPERT RESOURCES

In 2016, the NFL continued its support of the National Domestic Violence Hotline. The organization commemorated its 20th anniversary and moved into a new headquarters location in Austin, Texas—doubling its capacity to answer calls, online chats, and text messages. Financial support provided by the NFL also helped The Hotline further its policy work in Washington, D.C., including the submission of an amicus brief to the U.S. Supreme Court on firearms and domestic violence.

In 2016, The Hotline answered more than 323,000 contacts from women, children, and men reaching out for help with domestic violence and dating abuse.

And, in June, the organization answered its 4 millionth contact from a woman seeking support and resources in her local community.

Finally, the NFL joined The Hotline in commemorating its 20th anniversary at an event in New York, which featured remarks from NFL Legend Tony Richardson, who had a successful 17-year career with teams including the Jets, Vikings, and Chiefs.

The NFL also supported the National Sexual Violence Resource Center and their partners' efforts in sexual assault prevention, public policy initiatives, and support services for victims and survivors. The impact includes:

- Launching Raliance, a new national sexual violence prevention partnership, based in Washington, D.C. The partnership, comprising the National Alliance to End Sexual Violence, the California Coalition Against Sexual Assault's PreventConnect, and the National Sexual Violence Resource Center, sponsored a launch event in September 2016.
- Raliance awarded more than $1.2 million in innovative grants to 27 projects throughout the United States. Grants were focused in three topical areas—services to survivors, research and assistance for people who may commit sexual harm, and organizational or community level prevention initiatives. Additional grants, totaling $600,000, will be awarded annually.
- Raliance published the first annual edition of Ending Sexual Violence in One Generation. This report outlined significant recent progress and challenges in preventing sexual violence in areas of campus sexual assault, media coverage, research, athletics, and advocacy.

Going forward, Raliance will be working to:

- Improve the nation's understanding of the complexities surrounding sexual assault, and how it can be prevented
- Inform effective public policy at national, state, and local levels
- Engage organizations in creating safe environments and setting clear expectations
- Strengthen support services and bolster accessibility for victims and survivors
- Expand programs that engage more young people in positive change initiatives
- Increase access to treatment for concerning or dangerous behaviors
- Identify and support promising prevention practices that are replicable



Photo Courtesy National Domestic Violence Hotline

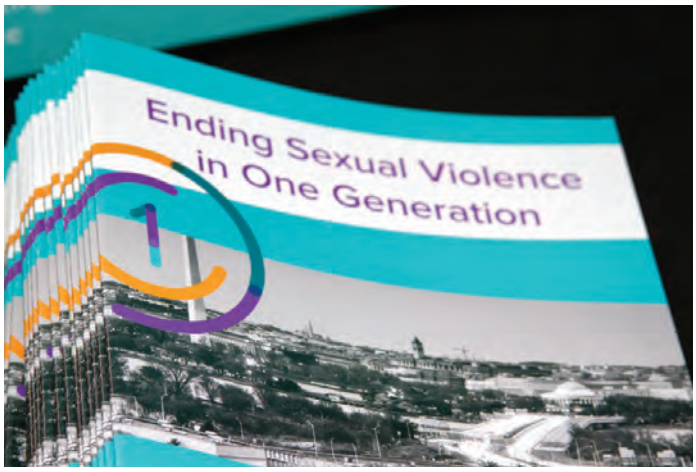


Photo Courtesy Raliance



Raliance launch - September 2016. (Photo Courtesy Raliance)

WORKING TOGETHER TO PREVENT DUIS

During the 2016 season, 15 teams worked with Mothers Against Drunk Driving (MADD) volunteers on game day to pass out information to fans about the important role of a non-drinking designated driver and how to sign up as one. The NFL also works with MADD to educate league and team staff as part of annual social responsibility education. At the start of the 2016 season, for the first time, the MADD team crisscrossed the country in partnership with our Player Engagement colleagues to educate rookies about the dangers of drunk driving during the Rookie Transition Program.



MADD Education with Carolina Panthers rookies. (Photo Courtesy MADD)

Each year, impaired driving kills about 10,000 people and injures 290,000 more.

Since 2010, Mothers Against Drunk Driving (MADD) and the NFL have encouraged more than 1.4 million fans to "play the most valuable position in the NFL–the designated driver."

MADD, the NFL, and teams work together to educate fans, players, team, and league employees about the impact of driving under the influence of drugs and/or alcohol and the importance of making safe choices.



INTERNATIONAL NFL



NFL CONTINUES INTERNATIONAL DEVELOPMENT WITH FIVE GAMES IN 2017

LEAGUE WILL PLAY FOUR GAMES IN THE UK AND ONE IN MEXICO

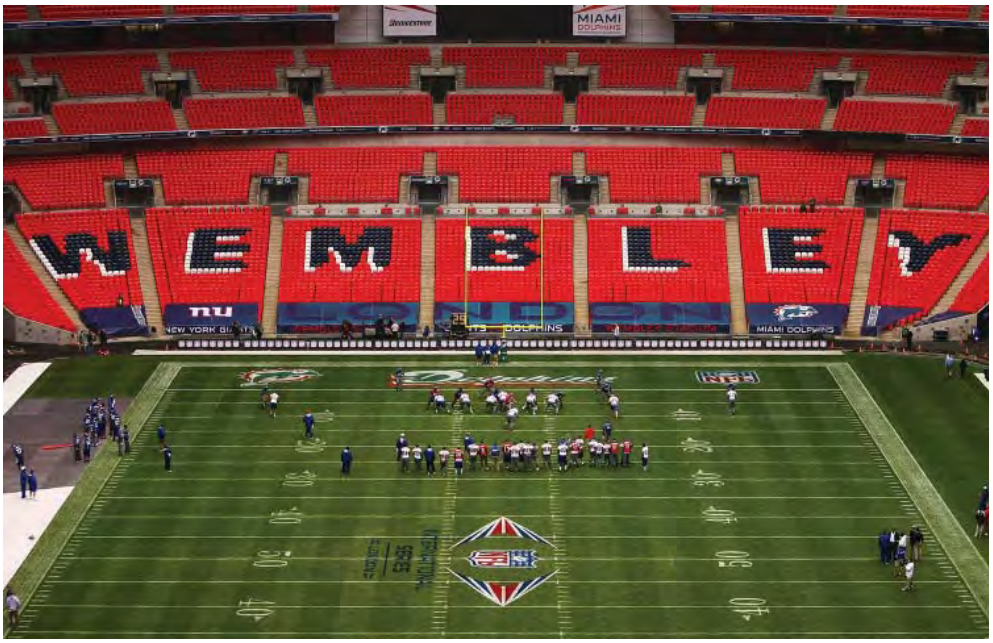
In response to outstanding and growing fan support of football in the United Kingdom, the NFL will play four games in the UK for the first time, including a return to Twickenham Stadium for two of the games. Additionally, the league extended its agreement to play games at London's Wembley Stadium (below) through the 2020 season.

"We continue to be incredibly excited by the passion and love for the NFL shown by our millions of UK fans," says NFL Commissioner ROGER GOODELL**. "London is an amazing city. We have had tremendous support from our fans, from Mayor Khan and other government leaders and business partners, and we are looking forward to taking the next step in the UK by playing four games in London this season."**

The Arizona Cardinals, Baltimore Ravens and Cleveland Browns will all play their first regular-season game in the UK this season – which marks a total of 26 different teams to play in the London Game Series since it began in 2007.

In the first of four 2017 London games, the Ravens will visit the Jaguars in an AFC showdown on September 24 at Wembley (9:30 AM ET).

The Jaguars have committed to playing a home game in the UK through 2020, all at Wembley, and will return to London for the fifth consecutive year. The Ravens will make their first trip to London and play in the franchise's first international game.



INTERNATIONAL

"Our London initiative has been every bit as rewarding as we anticipated, certainly due in large part to the league's commitment to the UK and the world class experience that Wembley Stadium has provided the Jaguars, our fans and our partners," says Jaguars owner SHAD KHAN.

Baltimore tackle JERMAINE ELUEMUNOR, who was selected by the Ravens in the fifth round of the 2017 NFL Draft, was born in London and discovered his love for football through the London Game Series.

"I was flicking through the TV channels and I came upon the Dolphins and the Giants playing at Wembley," he said. "I loved the intensity."



In the second 2017 London game, the Dolphins will host the New Orleans Saints on October 1 in an interconference match at Wembley (9:30 AM ET).

The Dolphins, who played in the first ever London Series contest, will be making their fourth appearance in the UK.

"It's very exciting for me personally," says UK-born Dolphins running back JAY AJAYI (right). "My own family is in the UK, too, so it makes me want to keep pushing forward and raising my game."

The Saints will make their first trip to the UK since defeating the Chargers in the second London Series game in 2008.

"I think we gain something going over there," says New Orleans head coach SEAN PAYTON. "As an organization, it gives you a chance to bring your team closer together and a chance to bring the organization closer together."

The action will move to Twickenham Stadium for the final two London games, the first of which will take place in Week 7 on October 22 when the Los Angeles Rams host the Cardinals (1:00 PM ET).

The Rams will play their third game in London while this will mark the first London contest for the Cardinals.

"We are excited to return to the UK for the third time since the inception of the International Series," says Rams EVP of Football Operations and Chief Operating Officer KEVIN DEMOFF. "NFL fans in London always give us a warm welcome and we look forward to rewarding their passion with a divisional match-up when we host the Cardinals in October."

"In 2014, I attended the Raiders-Dolphins game at Wembley Stadium and experienced first-hand the incredible enthusiasm UK fans have for the NFL," says Cardinals president MICHAEL BIDWILL**. "I also encountered a huge number of Cardinals fans asking when our team would be playing there. I know this is great news for them as well as the US members of the Red Sea who couldn't have a cooler destination to see a road game. We're looking forward to seeing them all there."**



The final London game will take place on October 29 as the Browns host the Minnesota Vikings at Twickenham (above) (9:30 AM ET).

The Vikings will be making their second trip to London after defeating the Steelers 34-27 on September 29, 2013. The Browns will be making their first trip to London.

"We are honored to once again represent the NFL on a global level and help grow the game of football," says Vikings Owner/President MARK WILF**. "This is a unique opportunity to continue highlighting the Vikings brand on an international stage and to give our fans around the world another opportunity to see their favorite team up close."**

"The NFL is commendably dedicated to developing football at all levels within the United States and throughout the globe, and we share in that commitment to help make our game as great as possible and the opportunities to bring it to more people, both within our community and in other regions," say Browns Owners DEE **and** JIMMY HASLAM**. "We appreciate the opportunity provided by the league selecting our team to join the many others who have represented their cities and the league internationally, as well as the unique experience it will give to our great fans who will join us in London and those who live overseas."**

The London Game Series began on October 28, 2007 when the Giants defeated the Dolphins 13-10 at Wembley. Since its inception, participation in amateur football in the UK has risen by approximately 15 percent per year. The London Game Series to date has contributed to increasing NFL fan interest in the UK, with a current fan base of more than 13 million people, including close to four million avid fans.

INTERNATIONAL

A look at what some of the players and coaches thought about playing in London through the years:

PLAYER/COACH, TEAM	COMMENT
QB Blake Bortles, Jacksonville Jaguars	"When you run out of the tunnel and see all the flags waving, all the jerseys, it's exciting. I really enjoy playing here. The atmosphere is unbelievable, and it's a super cool stadium."
QB Drew Brees, New Orleans Saints	"There are 32 teams in the NFL. The Saints and Chargers were the third and fourth teams to represent the NFL in London. That speaks volumes and I am honored to have been there."
HC Jason Garrett, Dallas Cowboys	"I can't tell you how great of a week we had as a football team. Everybody was fantastic. They were so welcoming and accommodating to us. I think the spirit of the NFL is catching fire over here and in a real positive way. I think we have benefited a lot from it."
RB Steven Jackson, (with St. Louis Rams in 2012 & Atlanta Falcons in 2014)	"The UK crowd is very knowledgeable of the game. They were into it. You can tell over the years from 2007 to now, they understand third down, punts, when to make noise for the home team. So the knowledge base of the UK has grown tremendously, and I think that happens because now you have more and more teams coming and showing the game."
QB Kirk Cousins, Washington Redskins	"It was a phenomenal experience. That stadium is incredible. The atmosphere is incredible. Every seat appeared to be filled. The fans were engaged. It was electric. It did feel like a normal NFL game but maybe even more electric in the sense that it felt like such a unique atmosphere."
QB Ryan Tannehill, Miami Dolphins	"The stadium is awesome. It was really cool coming here for the first time just seeing the stadium. It's a really nice stadium and the crowd was great."
WR Golden Tate, Detroit Lions	"You know what, I really enjoyed this entire week. I can't say enough great things about everyone who welcomed us into this country. Everyone was extremely nice. We really appreciate that. And we're happy that we were able to come over here and try to expand our game."
QB Eli Manning, New York Giants	"I thought Twickenham, was a great facility, great stadium. The fans were wonderful. I thought they had a little better feel of when to cheer at the right times and a better understanding of the game."
HC Andy Reid, Kansas City Chiefs	"We appreciate the hospitality that the people in London gave us. It's been phenomenal all the way around. They were all tremendous. Most of all, our players had a good result from all of this. It's a long trip. It's a long way to go for a home game, but it was enjoyable."

INTERNATIONAL

Building off the tremendous success of the London Game Series and the successful return to Mexico last year, the NFL will play in Mexico for a second consecutive season. The Oakland Raiders will host the New England Patriots at Estadio Azteca in Mexico City on November 19.

"We have a tremendous fan base in Mexico," says Goodell. "Their passion for football is inspiring, and we look forward to another memorable game in Mexico City between two great teams next season."

Both clubs are looking forward to the opportunity to play in Mexico City.

"The Raiders are excited to return to Estadio Azteca and represent the National Football League once again on an international stage," says Raiders Owner MARK DAVIS**. "We enjoyed tremendous support from the Raider Nation in Mexico in 2016 and look forward to experiencing that great passion again this year."**

"The largest crowd the Patriots have played in front of was in Mexico City in 1998," says Patriots Chairman and CEO ROBERT KRAFT**. "It was a great experience and I am looking forward to our return. I know that we have a lot of passionate Patriots fans in Mexico. We have had plenty of success in international games and I attribute that to our tremendous fan support in those venues. I look forward to meeting some of our fantastic fans and enjoying the food and culture there in the fall."**

According to a study completed by the Sports Industry group of EY, last season's NFL game in Mexico City and related events produced an incremental increase in the city's Gross Domestic Product of $45 million, supporting 2,840 jobs in the city.

"EY's research demonstrates the value to Mexico City from hosting the NFL game between the Oakland Raiders and the Houston Texans in November last year," says MARK GREGORY**, Chief Economist for EY UK&I. "By leveraging the interest and excitement that the league generates, Mexico City gained a significant boost to its economy with around 31,000 visitors bringing additional income for local businesses, supporting thousands of jobs and generating significant tax receipts for the national government. Fans travelling to Mexico City also took the opportunity to extend their stay beyond that of game night, visiting a range of attractions in the city and more broadly across the country."**

The live broadcast of the game in the United States on ESPN and ESPN Deportes reached 33 million people with an average audience of 12 million. Additionally, from the announcement of the game in February through game day, there were nearly 20,000 mentions of the game on digital, social and traditional media in the United States with an estimated PR value of nearly $250 million according to Repucom and Prime Research.

Fan engagement around the game was also strong, with 205,000 fans attending the NFL Fan Fest in Chapultepec Park and more than 55,000 people taking part in other community-focused events in the city during the week of the game.

INTERNATIONAL

INTERNATIONAL FEEL

While the NFL continues to grow in popularity across the globe, international players are making an increasing impact on the field.



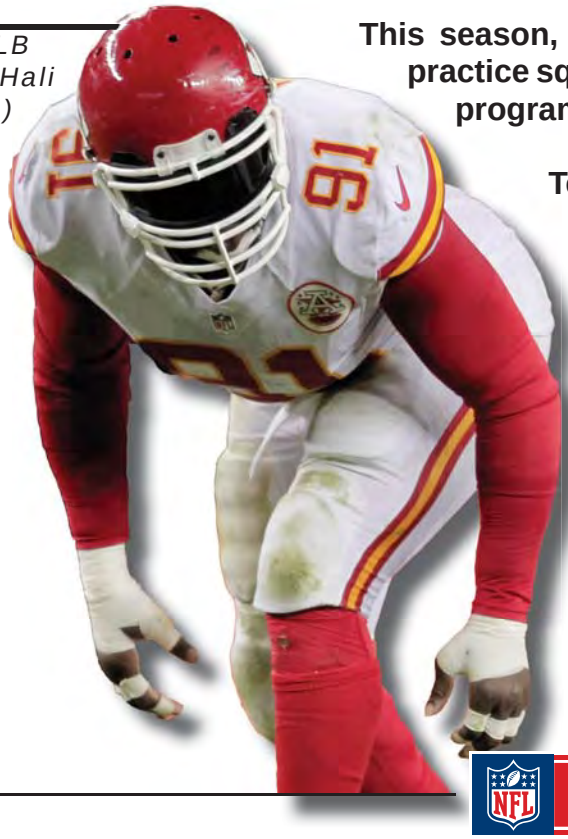
For the 11th time in the past 12 seasons, at least one player who attended high school outside of the United States was selected in the NFL Draft.

This year, the Oakland Raiders selected American Samoa safety SHALOM LUANI **(right) in the seventh round of the NFL Draft. Luani was a star soccer player for the American Samoa National Soccer Team before making the switch to football at Washington State.**

"I'm for sure done with soccer," says Luani. "I just want to pay attention to one thing and pursue it. I just started playing football when I was a freshman in high school and as I went through my career, I realized I loved contact."

Also in the 2017 draft, the Baltimore Ravens selected tackle JERMAINE ELUEMUNOR**, who was born in England and learned of football by watching the NFL's London Game Series.**

"I was flicking through the TV channels and I came upon the Dolphins and the Giants playing at Wembley," says Eluemunor, who was selected in the fifth round out of Texas A&M, of the 2007 game. "I loved the way they were hitting each other, the intensity."



Chiefs LB Tamba Hali (Liberia)

This season, four teams will carry an overseas player on their practice squads as part of the new International Player Pathway program.

Teams from the NFC South will each be given an exemption for an 11th practice squad member – ineligible to be activated during the season – with three of the players selected coming from the United Kingdom and one from Germany. The NFC South was chosen to receive the international players in a random draw.

The four participants are former England rugby star ALEX GRAY **(who will join the Atlanta Falcons), recent college players** ALEX JENKINS **(New Orleans Saints) and** ERIC NZEOCHA **(Tampa Bay Buccaneers), and defensive end** EFE OBADA **(Carolina Panthers), who was originally signed by the Dallas Cowboys in 2015.**

INTERNATIONAL

A look at some foreign born players in the NFL:

COUNTRY	PLAYERS
Albania	DE/DT Kristjan Sokoli
American Samoa	G Mike Iupati, Arz; G, Nila Kasitati, Jax; G; NT Domata Peko, Den; DE; DT Destiny Vaeao, Phi; S Shalom Luani, Oak
Austrailia	P Jordan Berry, Pit; P Lachlan Edwards, NYJ; DE Adam Gotsis, Den; P Cameron Johnston, Phi; G Blake Muir, Ind; P Brad Wing, NYG; G David Yankey, Car
Belize	NT Rakeem Nunez-Roches, KC
Brazil	K Cairo Santos, KC
Cameroon	G Arie Kouandjio, Was; T Cyrus Kouandjio, Det; T Stephane Nembot, Bal
Canada	DE Mehdi Abdesmad, Ten; T Brett Boyko, LAC; DT Stefan Charles, Jax; DE Christian Covington, Hou; DT Tyrone Crawford, Dal; G Laurent Duvernay-Tardif, KC; C Brett Jones, NYG; WR TJ Jones, Det; LS L.P. LaDouceur, Dal; P Jon Ryan, Sea; T Justin Senior, Sea; WR Tevaun Smith, Ind; DE Brent Urban, Bal; G/C John Urschel, Bal; TE Luke Willson, Sea; TE Adam Zaruba, Phi
Congo	LB Andy Mulumba, Oak
Dominican Republic	G Josue Matias, Ten
England	RB Jay Ajayi, Mia; DE Jack Crawford, Atl; T Jermaine Eluemunor, Bal; Alex Gray, Atl; Alex Jenkins, NO; DT Josh Mauro, Arz; S Obi Melifonwu, Oak; DE Efe Obada, Car; T Menelik Watson, Den
Estonia	DE Margus Hunt, Ind
France	WR Anthony Dablé, Atl
Germany	WR Moritz Böhringer, Min; LB Kasim Edebali, Den; TE Ladarius Green; WR Jamaal Jones, LAC; P Jeff Locke, Ind; Eric Nzeocha, TB; LB Mark Nzeocha, Dal; T Tyrus Thompson, Car; S Andrew Williamson, Ind
Ghana	DE Ezekiel Ansah, Det
Haiti	CB Pierre Desir, Sea; G Vladimir Ducasse, Buf; S Karl Joseph, Oak; LB Dadi Nicolas, KC
Italy	K Giorgio Tavecchio, Oak; S Mykkele Thompson, NYG
Jamaica	S Patrick Chung, NE; G Laken Tomlinson, Det
Kenya	G Rees Odhiambo, Sea
Liberia	LB Tamba Hali, KC
New Zealand	DT Stephen Paea, Dal
Nigeria	WR Nelson Agholor, Phi; LB Jerry Attaochu, LAC; G Caleb Benenoch, TB; DE Obum Gwachum, NO; DE Ufomba Kamalu, Hou; Emmanuel Ogbah, Cle; David Onyemata, NO
Oman	WR Amba Etta-Tawo, Jax
Poland	K Sebastian Janikowski, Oak
Scotland	K Graham Gano, Car
South Korea	DT Kyle Love, Car; K Younghoe Koo, LAC
Tonga	DT Star Lotulelei, Car; LB Pita Taumoepenu, SF
Turkey	WR Chris Conley, KC
Virgin Islands	DT Linval Joseph, Min
Zimbabwe	DE Stansly Maponga, NYG

INTERNATIONAL

HISPANICS MAKING THEIR MARK ON NFL

Hispanic players are making their mark on the NFL. The following are some examples:



Pittsburgh Steelers tackle ALEJANDRO VILLANUEVA (right) entered the NFL as an undrafted free agent and spent the 2014 season on the practice squad. After earning a starting job in 2015, he started all 16 games at left tackle for the Steelers in 2016.

Prior to embarking on his NFL career, Villanueva served four years in the U.S. Army. In the service he earned numerous honors, including the Bronze Star Medal for Valor, Ranger Tab, Parachutist Badge, Bronze Star Medal for overseas service, National Defense Service Medal, Afghanistan Campaign Medal with Campaign Star, Global War on Terrorism Service Ribbon, Army Service Ribbon, Overseas Service Ribbon, NATO Medal, Combat Infantryman's Badge and Expert Infantryman's Badge.

"I love challenges," says Villanueva, who started 24 of 28 games at West Point. "I love competing, finding new things to do that challenge me as a person."

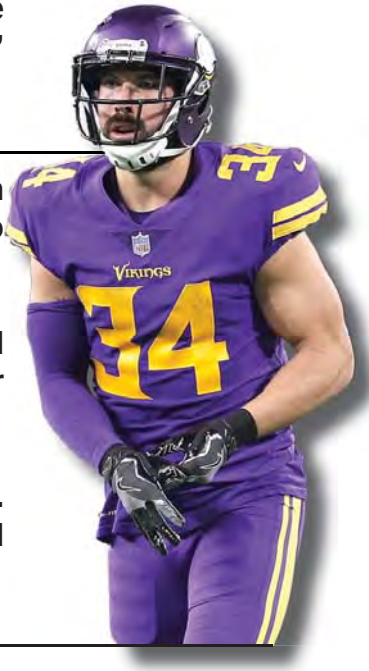
Villanueva's parents are natives of Spain, and his father, Ignacio, was stationed in the United States as part of the Spanish Navy.



Miami Dolphins linebacker KIKO ALONSO (left) hosted a youth football camp in Puerto Rico this offseason. The clinic was free of charge and included lessons from Alonso and some of his Dolphins teammates.

"I think that although American football isn't the primary sport in Latino areas, it is still played by a great number of kids," says Alonso. "I believe through spreading awareness through camps it will increase the popularity of the sport and help kids with their football careers."

Alonso was born to a Cuban father and Colombian mother.



Minnesota Vikings safety ANDREW SENDEJO (right) made the journey from undrafted free agent, to special teamer to starting safety. However, Sendejo has not forgotten his roots.

This offseason, Sendejo made a donation to Rice University, where he played college football. His donation led to the Andrew V. Sendejo Nutrition Center located inside the Brian Patterson Sports Performance Center at Rice.

"When I was in college, I wish I took nutrition more seriously," says Sendejo. "Now, I do take it seriously. I've always been a big weight room guy, so it kind of hit home for me and was something I care about. It was a no brainer."

INTERNATIONAL



Some of the biggest offseason acquisitions took place in the television world as former Dallas Cowboys quarterback TONY ROMO (left) signed on with CBS to be the network's lead NFL analyst and legendary tight end TONY GONZALEZ (right) joined FOX's NFL Kickoff pregame show.

"When you think about the NFL, two of the most iconic brands are the Dallas Cowboys and CBS Sports," says Romo. "Going from one legendary team to another as I begin the next phase of my career is a dream come true. I have always known that once my playing career was over I wanted to become a broadcaster. I am ecstatic for the opportunity to work with JIM NANTZ as I learn the craft and convey to fans my passion for this great game."

"Tony Gonzalez is an impressive talent with an infectious personality, and is the perfect addition to our FOX NFL Kickoff show," says FOX Sports president of production and executive producer JOHN ENTZ. "He brings a unique outlook that will really round out the table."



A list of some of the 2017 Hispanic NFL players:

PLAYER	POSITION	TEAM
Roberto Aguayo	K	Tampa Bay
Kiko Alonso	LB	Miami
Jonathan Casillas	LB	NY Giants
Victor Cruz	WR	Chicago
Thomas Duarte	TE	Miami
Gavin Escobar	TE	Kansas City
Jon Feliciano	G	Oakland
Ziggy Hood	DT	Washington
Bradley Marquez	WR	LA Rams
Blake Martinez	LB	Green Bay

PLAYER	POSITION	TEAM
Matt Moore	QB	Miami
Robert Quinn	DE	LA Rams
Rakeen Nunez-Roches	NT	Kansas City
Mychael Rivera	TE	Jacksonville
Mark Sanchez	QB	Chicago
Zack Sanchez	CB	Carolina
Andrew Sendejo	S	Minnesota
Sean Smith	CB	Oakland
Kenny Stills	WR	Miami
Alejandro Villanueva	T	Pittsburgh

FOUR INTERNATIONAL PLAYERS ADDED TO PRACTICE SQUADS FOR 2017 SEASON

Four teams will carry an overseas player on their practice squads during the 2017 season as part of the new INTERNATIONAL PLAYER PATHWAY **program. Teams from the NFC South division will each be given an exemption for an 11th practice squad member – ineligible to be activated during the season – with three of the players selected coming from the UK and one from Germany. The NFC South was chosen to receive the international players in a random draw.**

The four participants are former England rugby star ALEX GRAY **(Atlanta Falcons), recent college players** ALEX JENKINS **(New Orleans Saints) and** ERIC NZEOCHA **(Tampa Bay Buccaneers) and defensive end** EFE OBADA **(Carolina Panthers), who was originally signed by the Dallas Cowboys in 2015.**

For three months during the 2017 offseason, the players trained alongside NFL players and draft hopefuls in Florida, under the supervision of two-time Super Bowl champion OSI UMENYIORA **and NFLUK head of football development** ADEN DURDE**.**

“This is going to change people’s lives,” says Umenyiora. “They have a great opportunity. They are going to be seen not only by their new teams but by everyone who might imagine they can be NFL players. They will inspire people around the globe; people who never thought they had a chance to make it to the NFL. Now they see they have a viable pathway. These guys have worked very hard for this chance and I am confident they will make a great contribution to their teams while improving their skills and understanding of the game.”

“This is an important part of the league’s overall strategy to grow internationally,” says NFL Executive Vice President of International & Events MARK WALLER**. “We are building this pathway program to provide international athletes with the opportunity to play in the league, which will increase the pool of talent, inspire others and ultimately drive fan growth.”**



ALEX GRAY, **Tight End (UK), Age: 26 – Atlanta Falcons: Born and raised in Bishop Auckland, England, Gray captained England's rugby teams at under-16, under-18, under-20 and International Sevens levels and played for the Newcastle Falcons and London Irish. He was named to the original extended Great Britain Sevens squad for the 2016 Olympic Games in Rio before suffering an injury. He signed with Yorkshire Carnegie for the 2016-17 rugby season and recently decided to convert to football.**

"I have been working hard for this goal and to be told it was going to happen was an amazing moment," Gray said. "This is the start of another journey. It is a fantastic thing that is happening but I am not going to get to where I want to be without keeping myself grounded. Making the decision to give this my all from rugby, there was a big transition period and it was mentally very humbling. When you have to start from scratch again, that was a huge mental battle for me. When I look back, I will be very proud of the way I approached this."

ALEX JENKINS, **Defensive End (UK), Age: 24 – New Orleans Saints: Born and raised in Bath, England, Jenkins began playing football at the Bath City Academy and for the Bristol Aztecs, earning a spot on the Great Britain youth team. Having been selected to participate in an all-star high school camp in Virginia, he earned a scholarship to play college football at the University of the Incarnate Word in San Antonio, Texas. He was a three-year starter at defensive end at UIW, posting 3.5 sacks in his senior year.**

"This is a chance to develop and become a player in the NFL," Jenkins said. "It has been a pretty intense time. It feels too good to be true. I always thought I would be trying to do this on my own until NFL International found me. The fact that the Saints will be playing in London this season makes it even more exciting for me."

ERIC NZEOCHA, **Linebacker (Germany), Age: 24 – Tampa Bay Buccaneers: Nzeocha began playing football for the Franken Knights youth team in Neusitz, Germany, and was selected for the German national junior team. He played three years at the University of Wyoming, switching from tight end to linebacker before the 2015 season. His brother, Mark, is a linebacker for the Dallas Cowboys.**

"It is overwhelming, one of the greatest moments of my life," said Nzeocha when hearing the news of his placement. "It has been my dream since I started playing football at the age of 14. When they told me this was happening, I was overwhelmed. I am looking forward to it so much. It's unreal."

EFE OBADA, **Defensive End (UK), Age: 25 – Carolina Panthers: Raised in London after arriving from the Netherlands at age 10, Obada signed as a free agent with the Dallas Cowboys in 2015 after playing only five games of amateur football with the London Warriors. He played in the preseason for the Cowboys and spent part of the 2015 season on the club's practice squad. He has since had spells on the rosters of the Kansas City Chiefs and Atlanta Falcons.**

"I am very happy and excited about the opportunity," Obada said. "I feel like this is something I need to progress and further my career. I am very grateful to the guys who have worked with us and put their neck on the lines for us. It's a chance to develop my skills and it is going to be nice to be in that NFL environment again."

ANNIVERSARY CELEBRATIONS



ANNIVERSARIES

A SAMPLING OF THE 2017 NFL ANNIVERSARIES

ANNIVERSARY	CELEBRATION
125th	William “Pudge” Heffelfinger becomes the first professional football player (1892).
120th	The Latrobe Athletic Association football team becomes the first team to play a full season with only professional players (1897).
115th	A precursor to what would eventually become the Super Bowl called the World Series of Pro Football is played for the first time (1902).
95th	The American Professional Football Association changes its name to the National Football League (1922).
85th	The Washington Redskins franchise plays its first season. The team is founded in Boston and is called the Braves (1932).
85th	Official statistics are kept for the first time (1932).
85th	On December 18, 1932, the NFL has its first playoff game and first indoor game. Chicago’s Wrigley Field is scheduled to host the game but a blizzard makes it impossible to play, and the game is moved indoors to Chicago Stadium.
85th Season	The Pittsburgh Steelers franchise plays its first season. The team is called the Pirates (1933). The Philadelphia Eagles franchise plays its first season (1933).
65th	The Pittsburgh Steelers are the last pro team to abandon the single-wing in favor of the T-formation (1952).
55th	The NFL reaches a single-network agreement with CBS for telecasting all regular-season games for $4.65 million annually (1962).
55th Season	The Pro Football Hall of Fame is established (1963).
55th Season	The Chiefs franchise moves to Kansas City (1963).
50th	The Green Bay Packers defeat the Dallas Cowboys 21-17 in the coldest NFL game on record: the 1967 NFL Championship dubbed forevermore as the “Ice Bowl.”
50th	On August 15, 1967, Denver defeats Detroit in a preseason game, 13-7, to notch the AFL’s first win over an NFL team.
45th	The Miami Dolphins complete the NFL’s only perfect championship season (1972).
45th	The “Immaculate Reception” touchdown was scored in an AFC Divisional playoff game by the Pittsburgh Steelers’ Franco Harris on December 23, 1972.
45th	The inbounds lines are moved closer to the center of the field so that they are 23 yards, 1 foot, 9 inches from the sidelines (1972).
30th	The first two NFL games on ESPN produce the two highest-rated and most-watched sports programs in basic cable history (1987).
15th	The NFL kicks off the season on Thursday night for the first time in history (2002).
15th	The Houston Texans franchise is founded (2002).
10th	The first regular season game is played in London, as the New York Giants defeat the Miami Dolphins 13-10 at Wembley Stadium (2007).
10th	The New England Patriots become the first team to complete a perfect regular season since the league expanded to a 16-game season (2007).

ANNIVERSARIES

OWNER MILESTONES

Many NFL owners will be celebrating notable milestones in 2017, including Arizona's WILLIAM V. BIDWILL, whose family has reached the 85th anniversary of when his father, CHARLES V. BIDWILL, purchased the team when the franchise was located in Chicago.

Here are some of the notable owner milestones for 2017:

FRANCHISE	OWNER	YEAR ACQUIRED	MILESTONE
Arizona Cardinals	William V. Bidwill (Son of Charles W. Bidwill)	1932	85th Anniversary
Pittsburgh Steelers	Arthur J. Rooney II (Grandson of Art Rooney)	1933	85th Season
Cincinnati Bengals	Mike Brown (Son of Paul Brown)	1967	50th Anniversary
Indianapolis Colts	James Irsay (Son of Robert Irsay)	1972	45th Anniversary
San Francisco 49ers	Denise DeBartolo York (Daughter of Edward J. DeBartolo, Sr.)	1977	40th Anniversary
Carolina Panthers	Jerry Richardson	1993	25th Season
Seattle Seahawks	Paul Allen	1997	20th Anniversary
Atlanta Falcons	Arthur M. Blank	2002	15th Anniversary
Miami Dolphins	Stephen M. Ross	2008	10th Season
Cleveland Browns	Jimmy Haslam	2012	5th Anniversary













ANNIVERSARIES

85 YEARS AGO: THE NFL INDOOR CHAMPIONSHIP

One of the most significant games in NFL history occurred 85 years ago at the end of the 1932 season. Both the Chicago Bears and the Portsmouth Spartans (renamed the Detroit Lions in 1934) finished the season in a first-ever tie for first. Chicago was 6-1-6 and Portsmouth 6-1-4. Since the teams had already tied twice during the season, the league office ruled that a "playoff," which counted toward the season standings, would be needed to determine a champion.

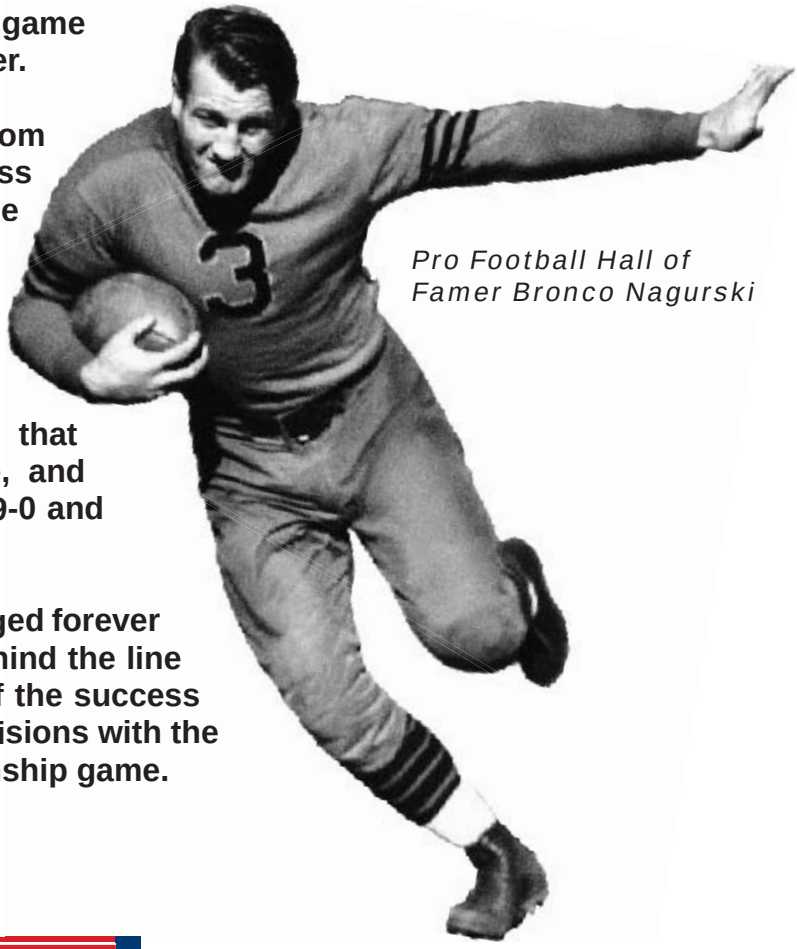
Chicago's Wrigley Field was scheduled to host the game but a blizzard made it impossible to play, and the game was moved indoors to Chicago Stadium. So on December 18, 1932, the NFL had its first playoff game...and first indoor game.

The history-making didn't stop there. Because of space limitations, the field was only 80 yards long, and the following changes were dictated:

- **Kickoffs from the 10-yard line.**
- **Teams penalized 20 yards when crossing midfield, thus making the field 100 yards long.**
- **Goal posts moved from end line to goal line. **Later adopted for all league games****
- **Field goals not allowed.**
- **Ball spotted on hashmarks drawn 10 yards from each sideline.**

Perhaps the most significant development of the game occurred on a play in the scoreless fourth quarter.

Bears back BRONKO NAGURSKI **took a snap from the two-yard line, faked a run, dropped back to pass and connected with back** RED GRANGE **for the game-winning touchdown. But a controversy immediately arose as to where Nagurski was when he threw the ball. The rule at the time stated that a forward pass had to be thrown from at least five yards behind the line of scrimmage. The officials overruled Portsmouth's protest that Nagurski was not five yards from scrimmage, and the touchdown stood. Chicago went on to win 9-0 and claimed its second league championship.**



Pro Football Hall of Famer Bronco Nagurski

At a February league meeting, the NFL was changed forever when a forward pass thrown from anywhere behind the line of scrimmage was legalized. Also, as a result of the success of the game, the league was divided into two divisions with the division winners meeting in an annual championship game.

50 YEARS AGO: THE "ICE BOWL"

Great players. Great coaches. Great plays. Arctic weather. They all combined for one of the most memorable games in NFL history.

Fifty years ago, the Green Bay Packers defeated the Dallas Cowboys 21-17 in the coldest NFL game on record: the 1967 NFL Championship dubbed forevermore as the "Ice Bowl."

The Cowboys came to Green Bay as upstarts seeking their first NFL title and had the momentum of a 52-14 win over the Cleveland Browns in the Eastern Conference Championship Game the week before. In addition, the Cowboys had gained experience from their narrow 34-27 loss to Green Bay in the 1966 NFL Championship when quarterback DON MEREDITH's **possible game-tying pass was intercepted in the end zone with 28 seconds remaining.**

Green Bay entered the contest as two-time defending NFL champions, vying to become the first team in league history to win three consecutive championships since the playoff system was instituted in 1933. But the Packers were not the same club that had dominated the league in the early and mid-1960s. They were older, had struggled to a 9-4-1 record, and were without future Pro Football Hall of Fame running backs PAUL HORNUNG **(retired) and** JIM TAYLOR **(with New Orleans) for the first time. Packers quarterback** BART STARR **knew his team was in for a stiff challenge.**

"Coach (VINCE) LOMBARDI **was quick to point out all week long how good the Cowboys were and what respect he had for them," said Starr. "We had seen the year before when they were a younger team how well they had played against us in the championship game down in Dallas. We knew this was going to be a special game and it was."**

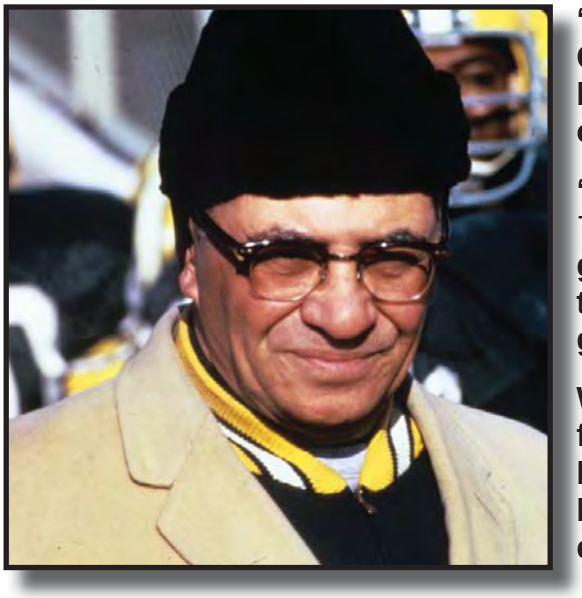
What was already a great matchup was made more intriguing by the sub-zero temperature. The official game-time temperature was 13 degrees below zero with the wind chill at minus 48 degrees. It was – and remains – the coldest game in NFL history.

"It was 20 degrees the day before," said Cowboys head coach TOM LANDRY**. "It was great. Vince (Lombardi) and I were together that night and we talked about how good the conditions were and what a great game it would be."**

But a cold front was moving in, and by the next morning, it had arrived.



ANNIVERSARIES



"The operator said, 'It's 7:30 AM and 19 below,'" said Cowboys linebacker LEE ROY JORDAN**. "I got up out of bed, looked out the window and saw 40 other guys staring out in disbelief. It was cold."**

"We weren't prepared for that kind of cold," said JIM TUNNEY**, who served as the alternate referee for the game and patrolled the Packers' sidelines. "We went out that morning and roused the store owners out of bed. We got more thermals and gloves."**

When the teams arrived at the stadium, they found the field nearly frozen. A layer of condensation had built up between the field and the covering tarpaulin the night before. When the tarpaulin was removed and the field was exposed to the bitter cold, it froze.

"Astroturf was like a pillow compared to this," said Packers running back CHUCK MERCEIN**.**

The Packers began the game like two-time defending champions. Starr hit wide receiver BOYD DOWLER **with an eight-yard touchdown pass to give Green Bay a 7-0 first-quarter lead. In the second quarter on third-and-one, Starr connected with Dowler again, this time for a 46-yard touchdown and a 14-0 advantage.**

But the Cowboys began adjusting to the cold and came to life in the second quarter.

"After you forget about how cold it is and all the other things that are going through your mind, you just figure you've got to go play football," said Cowboys cornerback CORNELL GREEN**. "They weren't going to cancel the game or call it off so you better get it in, try to play and try to win. That's when we started playing better."**

The Dallas defense stepped up. Defensive end GEORGE ANDRIE **recovered a Starr fumble and returned it seven yards for a touchdown, cutting the Packers' lead to 14-7. Another Green Bay fumble led to a second Dallas score – a 21-yard field goal by kicker** DANNY VILLANUEVA**. The Cowboys had stormed back and trailed by only 14-10 at halftime.**

Despite the freezing temperatures, 50,861 fans braved the cold. The game was a sellout.

"The fans were tough to stay out there and watch that game," said Green. "I have to give them a lot of credit. There's some tough people in Green Bay."

When the second half began, the Cowboys continued their defensive dominance and stifled the Packers. The Dallas offense started to move the ball and was poised for a score at the beginning of the fourth quarter. Running back DAN REEVES **took a handoff, ran to his left, stopped to throw and hit a wide-open** LANCE RENTZEL **for a 50-yard touchdown and the Cowboys' first lead of the game, 17-14.**

"It was a difficult play," said Landry. "I don't think the Packers expected it. They didn't expect that we would throw a pass like that. It was a big play and it put us into position to win the game."

It was the biggest play of the game to that point. But Green Bay wasn't finished.

After playing 37:15 without scoring, the Packers found themselves down to their last chance. With 5:04 remaining in the game and trailing 17-14, Green Bay received a punt at its own 32-yard line and began one of the greatest touchdown drives in NFL history. A third NFL championship awaited 68 yards away.

"We were ready on that last drive," said Starr. "We were totally focused on what we needed to do in order to go down and win the ballgame. As I looked into the eyes of my teammates, I knew all I had to do was call the play."

And to add that last bit of incentive, linebacker RAY NITSCHKE roared from the sidelines, "Don't let me down! Don't let me down!"

On first down, Starr passed to running back DONNY ANDERSON for six yards. Mercein ran around right end for seven. Starr completed his second pass of the drive to Dowler for 13 yards. The Packers had crossed midfield, but on the next play, Anderson lost nine yards on a handoff. Starr regained those yards with a 12-yard pass to Anderson, but now faced third-and-seven at the Dallas 39.

"One thing most people don't know about that game," said Starr, "was the excellent awareness of our two running backs, Anderson and Mercein. Twice during the final drive, they made me aware that they were open as secondary receivers."

Starr completed his fourth pass of the drive to Anderson for nine yards and a first down. On the next play, he connected with a wide-open Mercein in the left flat who then ran to the Dallas 11 for a 19-yard gain. It was Starr's final pass of the game. He finished a perfect five-for-five on the drive.

On the next play, with 1:11 remaining, Starr called "30 Give." Tackle BOB SKORONSKI opened a hole with a powerful block and Mercein charged through the middle to the three-yard line for a gain of eight.

"It is the best play I ever called in my career," said Starr. "It's hard to explain why we had not run it before that. I just didn't feel that the time was correct, but at that moment I knew it was the play to call."

Anderson took a handoff and gained two yards to give the Packers a first-and-goal at the one-yard line with 30 seconds remaining. Starr handed off to Anderson again, but he slipped and fell short of the goal line. They tried the same play again and got the same result.

Starr called the Packers' final timeout and asked his linemen if they had enough footing to run "31 Wedge." They said they did. "31 Wedge" was put into the Packers' playbook by Lombardi during the week after guard JERRY KRAMER had noticed a weakness in the Cowboys' short-yardage defense and suggested the play.

On the sidelines, Starr suggested to Lombardi that he run it instead of the backs because of the poor traction. Lombardi replied, "Then run it and let's get the hell out of here."

When the ball was snapped, Kramer and Bowman plowed into Cowboys defensive tackle JETHRO PUGH, opened a hole and Starr lunged through for the game-winning touchdown and a third consecutive NFL championship.

"I understood my responsibility," said Kramer. "If I don't get a great block, we don't do it. I understood perfectly."

"I don't know if the execution on that drive, under those conditions, will ever be surpassed," said Packers tackle FORREST GREGG**.**

The Cowboys had time to try some desperation passes, but they all fell incomplete. The "Ice Bowl" was over. Packers 21, Cowboys 17. The Green Bay Packers were NFL champions again. They went on to win Super Bowl II two weeks later in somewhat warmer conditions in Miami, Florida.

"What that game meant was unbelievable," said Starr. "We had fought through a very tough year. We won two consecutive championships prior to that and to have it come down to such brutal conditions and to win it in that fashion, from our perspective, we think it was the greatest game of all time."

DECEMBER 31, 1967
ICE BOWL SCORING

Dallas	0	10	0	7	17
Green Bay	7	7	0	7	21

GB: Dowler 8 pass from Starr (Chandler kick), 1st
GB: Dowler 46 pass from Starr (Chandler kick), 2nd
Dal: Andrie 7 fumble return (Villanueva kick), 2nd
Dal: FG Villanueva 21, 2nd
Dal: Rentzel 50 pass from Reeves (Villanueva kick), 4th
GB: Starr 1 run, 4th (Chandler kick)



ANNIVERSARIES

45 YEARS AGO: THE PERFECT SEASON

It is fitting that the only team to achieve perfection in NFL history has a keepsake from that season that is special. The 1972 MIAMI DOLPHINS' championship ring features one large diamond to represent their Super Bowl VII victory surrounded by 16 smaller diamonds – symbolizing the 16 victories it took to get there. In addition, one side of the ring is inscribed "Perfect Season" in honor of the club's unprecedented 17-0 championship season.

"That season is special because nobody has ever done it," said the team's Pro Football Hall of Fame quarterback BOB GRIESE, of the Dolphins' "Perfect Season," whose 45th anniversary will be celebrated this year.

"It was the ultimate victory," said DON SHULA, the Dolphins' head coach from 1970-95, the winningest coach in NFL history (347 victories) and a member of the Pro Football Hall of Fame. "It was so special because it was my first Super Bowl win and to have it come with a team that accomplished what that team accomplished made it all the more memorable."

But the road to the Super Bowl was not always smooth. In the fifth game of the season, the club lost Griese to an injury in the first quarter. Backup EARL MORRALL came in and threw two scoring passes in Miami's 24-10 win over San Diego. The 38-year-old Morrall started the next 11 games for the Dolphins.



"When I was coaching the Colts in 1968, Earl came on when JOHNNY UNITAS got hurt and did a great job to get us to the Super Bowl," Shula recalled. "When he became available, I didn't hesitate to bring him down to Miami as insurance for Griese. Earl just stepped in and gave us great confidence in the games that he started."

While Morrall's leadership was essential, it was the Dolphins' ground game which carried the offensive load.

LARRY CSONKA (1,117) and MERCURY MORRIS (1,000, left) comprised the first teammate duo in NFL history to each reach the 1,000-yard rushing mark in the same season. The success of the running game epitomized the team's selflessness.

"We were a very unselfish team," said former Dolphins defensive tackle MANNY FERNANDEZ. "A lot of players sacrificed their personal ambitions for the good of the team. PAUL WARFIELD, for example, was playing for a team that threw him the ball three times per game. In today's game he would be the 'go-to guy' with 10 passes a week going to him. He was more than willing to take that backseat to become a blocker in the running game."

Warfield, the Hall of Fame receiver who led the '72 Dolphins with 606 receiving yards – a total lower than in any of his previous six seasons – agreed with Fernandez' assessment. "The success of the team was paramount," he said. "Everyone's focus was to win and win at the highest level."

That desire to reach the highest level was fueled by failure one year earlier. "The drive for the whole season was the Super Bowl VI loss to Dallas," said Griese. "There was nothing that was going to stop us from going to the Super Bowl and winning it."

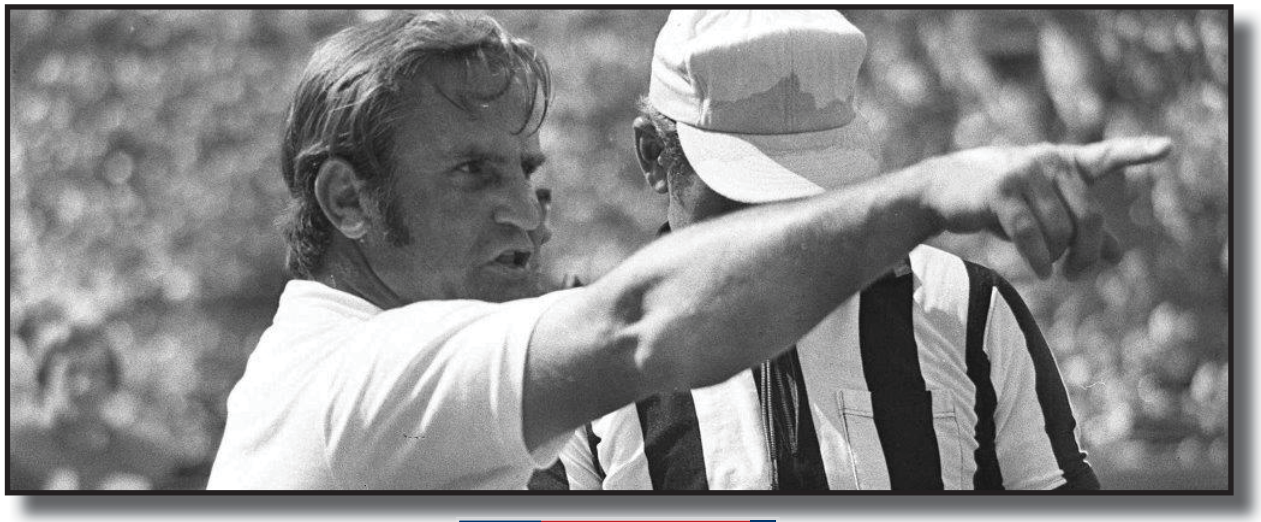
"Our 17-0 happened because the Miami Dolphins football team had something to prove," Warfield added. "We were humiliated in Super Bowl VI and when we came to training camp in 1972, our objective was to get back to the Super Bowl and to reinforce in our own minds – as well as those of the fans across the country – that we were a better football team."

"It was a very well-balanced team," said Fernandez, who posted 10 tackles and one sack in the Super Bowl while playing for the team's unsung defense, aptly called the "No-Name" defense.

"The 'No-Name' defense took pride in the 11-man concept," said Shula of a unit which allowed an NFL season-low 171 points.

It was a concept embraced by the entire team. "The group was the essence of the word team," said Warfield. "That is why we accomplished something that no one else has ever accomplished, and perhaps, something that no other team will ever accomplish in the history of this game."

"To me," said Shula (below), "every team is separate and distinct. I have always felt that the reason you keep scores and the reason you keep records is to make determinations. Nobody has done what this team has done."



1972 DOLPHINS: "DID YOU KNOW?"

• The 1972 Miami Dolphins played the AFC Championship Game on the road at Three Rivers Stadium in Pittsburgh due to a rotating playoff site system. "We were a team that had more wins than anyone else and we had to take our show on the road," said Warfield.

• "The game I remember most," recalled Shula, "is the (October 1) Minnesota game." The Dolphins trailed the Vikings 14-6 in the fourth quarter. "We needed 10 points to win it," Shula said. "I chose to go for the field goal first and GARO YEPREMIAN **kicked a 51-yarder. Then we had to get the ball back, which we did, and we drove down for the touchdown. We needed those points and we got them."**



45 YEARS AGO: THE "IMMACULATE RECEPTION"

The man who pulled it off wasn't where he was supposed to be. Two others involved didn't even see it. The fourth participant didn't believe it happened – legally, that is. And the man who would have been thrilled to see it was staring at elevator doors.

Pittsburgh Steelers running back FRANCO HARRIS, **fullback** FRENCHY FUQUA, **and quarterback** TERRY BRADSHAW, **former Oakland Raiders safety** JACK TATUM **and Steelers owner** ART ROONEY **were the main players in a moment that may be the most memorable in the history of the National Football League – the "Immaculate Reception" touchdown scored in the AFC Divisional Playoff game by the rookie Harris that magically occurred 45 years ago on December 23, 1972.**

The Participants

The Oakland Raiders, 1972 champions of the AFC Western Division with a 10-3-1 record, traveled to Three Rivers Stadium in Pittsburgh to face the 11-3 AFC Central champion Steelers in the Divisional Playoff game. It was the Steelers' second playoff contest in their 40-year history. In 1947, they lost their first postseason game to Philadelphia 21-0.

"The Immaculate Reception," said Harris, "was really the start of a great decade for the Pittsburgh Steelers." Pittsburgh would collect four Super Bowl titles in six years during the 1970s.

The Prologue

With 50,350 fans – many of whom had attended a raucous pep rally the night before directly across the street from the Raiders' Hilton Hotel – looking on, the teams maneuvered to a relatively quiet first half.

Eleven minutes into the fourth quarter, the Steelers were up 6-0 thanks to two ROY GERELA **field goals. That is where things got interesting. With three-and-a-half minutes left in the game, Oakland rookie quarterback** KENNY STABLER, **taking over for a flu-weakened** DARYLE LAMONICA, **took the Raiders 80 yards in a 12-play sequence that culminated with a 30-yard touchdown run.**

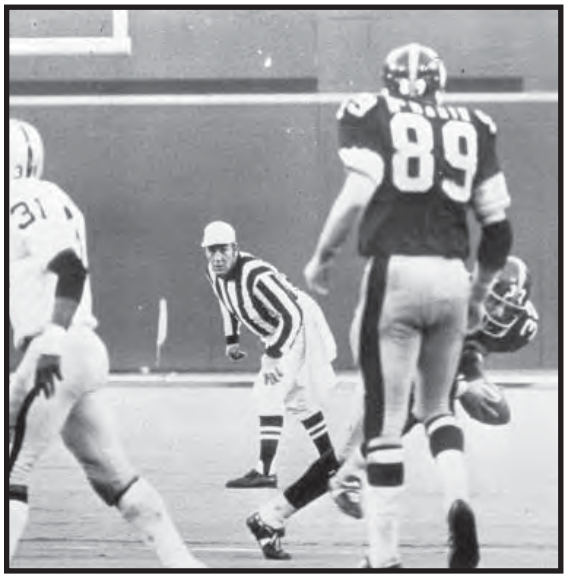
After the kickoff, the Steelers were at their own 20 with 1:13 left.

The Play

After completing his first two passes, Bradshaw threw three consecutive incomplete passes before he was faced with a fourth-and-10 play from his own 40-yard line with 22 seconds left. After desperately scrambling in the pocket, Bradshaw rifled a pass to fullback Fuqua.

All three – Fuqua, Tatum and the ball – collided. "I hit him and I thought the game was ours," said Tatum. "I looked down at him on the ground and he didn't have the ball."

The ball had rebounded like a rubber ball off a house, and headed straight for Harris. He was supposed to be in the backfield protecting Bradshaw, but he leaked out and tried to get open when he noticed the quarterback looking for a receiver.



"I saw Frenchy and Tatum go up," said Harris. "I saw the ball go up in the air and I said 'Oh no!' But then I saw the ball coming toward me and I figured we're not out of this yet."



The ball caromed nearly eight yards backwards and was caught in full stride by Harris (right), a mere hair's length away from the artificial turf at Three Rivers Stadium. Harris rumbled 60 yards for a touchdown and was surrounded by fans as he entered the end zone.

The Postscript

There was no signal by referee FRED SWEARINGEN **on whether the touchdown counted. Both teams – and fans – ran onto the field, trying to find out what had happened, and what was going to be ruled. There were still 15 seconds to go in the game.**

The lingering question surrounding the play was whom did the ball carom off of: Fuqua or Tatum? The 1972 NFL rulebook stated "If a defensive player touches a pass first, or simultaneously with or subsequent to its having been touched by only one eligible offensive player, then all offensive players become and remain eligible."

The Raiders said the ball bounced from Fuqua to Harris. "I came up and hit him from behind, and there wasn't any way I could have made contact with that ball," Tatum said.

After a conference with the officiating crew, Swearingen disappeared into a dugout, and got on the phone to the press box to speak to ART MC NALLY**, the NFL supervisor of officials. Swearingen said to McNally: "Two of my men ruled that the ball was touched by opposing players (Tatum and Fuqua), and caught by Harris," and that therefore the reception was legal, as was the touchdown. He then put the receiver down, ran back to the field, and signaled … touchdown! And 50,350 fans erupted as the Steelers captured a 13-7 victory.**

Prior to the miraculous play and expecting a Steelers loss, Rooney, who purchased the team for $2,500 in 1933, snuffed out his cigar and entered an elevator for the long journey down to the field. By the time he reached the field, his club had completed the most improbable play in team history.

After the game, Fuqua approached Rooney and told him exactly what transpired during the play. Fuqua then asked Rooney if he could say what really happened during the play. Fuqua said, "Chief, I want to tell what happened so bad. What do you think?"

Rooney replied, "Frenchy, let it stay immaculate."

THE TEAMS



WHAT TO LOOK FOR IN 2017: THE TEAMS

The NEW ENGLAND PATRIOTS need one Super Bowl victory to tie the Pittsburgh Steelers (six) for the most Super Bowl wins in NFL history.

New England has recorded a winning record in 16 consecutive seasons (2001-16) and can surpass San Francisco (1983-98) and Dallas (1970-85) for the most consecutive seasons with a .500 or better record since the 1970 merger.

The Patriots have qualified for the playoffs in eight consecutive seasons (2009-16), tied with Green Bay (2009-16), Pittsburgh (1972-79), the Los Angeles Rams (1973-80), Dallas (1966-73) and San Francisco (1983-90). With a playoff berth, New England would tie Dallas (1975-83) and Indianapolis (2002-10) for the most consecutive playoff appearances (nine) in NFL history.

The DALLAS COWBOYS need seven wins to reach 500 regular-season victories. Dallas' all-time regular-season record is 493-367-6.

The DENVER BRONCOS need 12 victories to reach 500 total victories. Denver's all-time record is 488-412-10.

The BALTIMORE RAVENS need four victories to reach 200 total victories. Baltimore's all-time record is 196-162-1.





THE TEAMS



PATRIOTS WIN SUPER BOWL

The New England Patriots won their fifth Super Bowl title last season, overcoming a 25-point second-half deficit to defeat the Atlanta Falcons 34-28 in the first Super Bowl to go to overtime.

New England Chairman and CEO ROBERT KRAFT**, head coach** BILL BELICHICK **and quarterback** TOM BRADY **(left) have won five Super Bowl titles together, the most by an owner, head coach and starting quarterback trio in NFL history. The Patriots' five Super Bowl titles are tied for the second-most in NFL history, trailing only the Pittsburgh Steelers (six).**

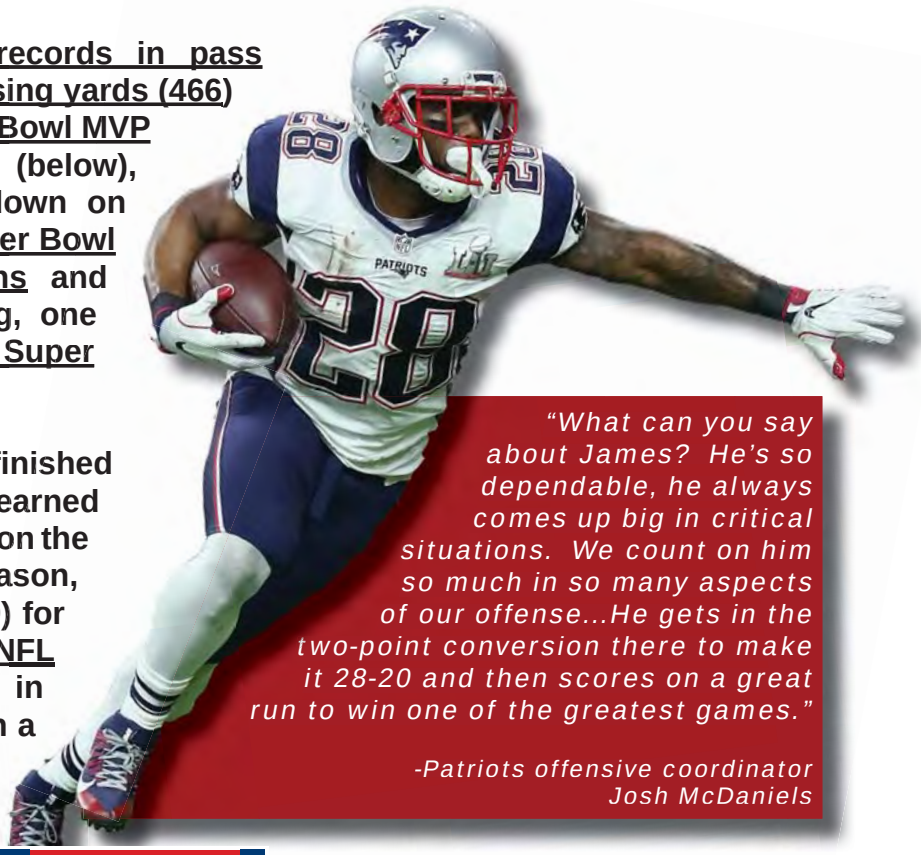
The teams with the most Super Bowl victories:

TEAM	SUPER BOWL TITLES
Pittsburgh Steelers	**6 (IX, X, XIII, XIV, XL, XLIII)**
New England Patriots	*5 (XXXVI, XXXVIII, XXXIX, XLIX, LI)*
Dallas Cowboys	**5 (VI, XII, XXVII, XXVIII, XXX)**
San Francisco 49ers	**5 (XVI, XIX, XXIII, XXIV, XXIX)**

"They're all special," says Brady about winning the Super Bowl. "Two years ago, it came down to MALCOLM BUTLER **making the play. Last year, we were down 25 points. It took a lot of great plays and that's why you play to the end.**

Brady set Super Bowl single-game records in pass attempts (62), completions (43) and passing yards (466) en route to his NFL-record fourth Super Bowl MVP Award. Running back JAMES WHITE **(below), who scored the game-winning touchdown on the opening drive of overtime, set a Super Bowl single-game record with 14 receptions and scored three touchdowns (two rushing, one receiving), tied for the most in a game in Super Bowl history.**

On the path to Super Bowl LI, the Patriots finished the regular season with a 14-2 record and earned the No. 1 seed in the AFC. New England won the AFC East for the eighth consecutive season, passing the Los Angeles Rams (1973-79) for the most consecutive division titles in NFL history. New England is the only team in league history to win 13 division titles in a 14-year span.



"What can you say about James? He's so dependable, he always comes up big in critical situations. We count on him so much in so many aspects of our offense...He gets in the two-point conversion there to make it 28-20 and then scores on a great run to win one of the greatest games."

-Patriots offensive coordinator Josh McDaniels

THE TEAMS

The teams to finish first in their division in the most consecutive seasons:

TEAM	YEARS	CONSECUTIVE FIRST-PLACE FINISHES
New England Patriots	*2009-16*	*8**
Los Angeles Rams	**1973-79**	**7**
Cleveland Browns	**1950-55**	**6**
Dallas Cowboys	**1966-71**	**6**
Minnesota Vikings	**1973-78**	**6**
Pittsburgh Steelers	**1974-79**	**6**

***Active streak**

New England's success as a team can be attributed to a high-level of play from the team's core group of talent.

Six Patriots earned Pro Bowl accolades in 2016, including running back LE GARRETTE BLOUNT **(1st), Brady (12th), cornerback** MALCOLM BUTLER **(2nd), linebacker** DONT'A HIGHTOWER **(1st), safety** DEVIN MC COURTY **(3rd) and special teamer** MATTHEW SLATER **(6th).**

Blount led the NFL with 18 rushing touchdowns while wide receiver JULIAN EDELMAN **(below), who made an acrobatic, one-handed catch on the Patriots' game-tying drive in the waning minutes of the fourth quarter of Super Bowl LI, ranked second in the AFC with 98 receptions.**



RINGING IN THE NEW YEAR

In June, the NEW ENGLAND PATRIOTS **hosted a private event to present their Super Bowl LI championship rings to the team and club personnel.**



"We celebrated our first Super Bowl ring ceremony 15 years ago to the day," said Patriots Chairman and CEO ROBERT KRAFT **at the event, which he hosted at his house. "It was our first Super Bowl championship in 42 years and, at the time, I couldn't imagine a more exciting game or ring celebration. But, we have had the good fortune to now celebrate five Super Bowl championships, and much like the games themselves, the rings and the celebrations keep getting bigger and better. It was a historic comeback win and the players deserve to have a ring that represents that accomplishment, so we created the biggest Super Bowl ring ever made."**

Every detail of the ring was considered in telling the story of this incredible team. The Super Bowl LI championship ring features the iconic Patriots logo made from a custom-cut created corundum sapphire and ruby. An additional corundum sapphire in the background proudly surrounds the Patriots logo and five iconic Vince Lombardi Trophies. Each trophy features a marquise-cut diamond and is pavé-set with brilliant round diamonds. Surrounding the custom sapphire corundum is another perimeter row of diamonds, bringing the total to 283 diamonds. The title WORLD CHAMPIONS **surrounds the sides contributing to the ring's unique shape and size.**

The left side of the ring features the recipient's name with their number encrusted in diamonds. An image of the lighthouse and bridge, which form Gillette Stadium's signature view, are accented with the years of each of the Patriots' previous Super Bowl victories.

On the right side of the ring, the Super Bowl LI logo is highlighted with the game's final score at the top and the team's stellar 17-2 overall record at the bottom. Framing the side is Kraft's unforgettable postgame comment that this Super Bowl victory was "UNEQUIVOCALLY THE SWEETEST.**"**



Two custom arbors make up the inside of the ring, highlighted with Kraft's memorable quote, "WE ARE ALL PATRIOTS,**" along with his signature and the date when he first delivered that line. The right arbor reads, "**GREATEST COMEBACK EVER,**" a nod to the 31-unanswered points scored to record the most dramatic come-from-behind win in Super Bowl history.**

Crafted in 10-karat white gold, the ring has a carat weight of 5.1 and features a stone count of 283 diamonds, including five marquise-cut diamonds representing the franchise's five Vince Lombardi trophies. This latest Patriots Super Bowl ring is the largest Super Bowl ring ever created and is truly a sight to behold.

SUPER FOLLOW UPS

How Super Bowl winners fared the following season, with teams that repeated in bold (eight Super Bowl winners won the title game the next year and four lost it):

SEASON	SUPER BOWL	WINNER	NEXT SEASON
1966	I	Green Bay	Won Super Bowl
1967	II	Green Bay	Missed playoffs
1968	III	New York Jets	Lost in first round
1969	IV	Kansas City	Missed playoffs
1970	V	Baltimore	Lost AFC Championship Game
1971	VI	Dallas	Lost NFC Championship Game
1972	VII	Miami	Won Super Bowl
1973	VIII	Miami	Lost in first round
1974	IX	Pittsburgh	Won Super Bowl
1975	X	Pittsburgh	Lost AFC Championship Game
1976	XI	Oakland	Lost AFC Championship Game
1977	XII	Dallas	Lost Super Bowl
1978	XIII	Pittsburgh	Won Super Bowl
1979	XIV	Pittsburgh	Missed playoffs
1980	XV	Oakland	Missed playoffs
1981	XVI	San Francisco	Missed playoffs
1982	XVII	Washington	Lost Super Bowl
1983	XVIII	L.A. Raiders	Lost Wild Card Game
1984	XIX	San Francisco	Lost Wild Card Game
1985	XX	Chicago	Lost NFC Divisional Playoff Game
1986	XXI	New York Giants	Missed playoffs
1987	XXII	Washington	Missed playoffs
1988	XXIII	San Francisco	Won Super Bowl
1989	XXIV	San Francisco	Lost NFC Championship Game
1990	XXV	New York Giants	Missed playoffs
1991	XXVI	Washington	Lost NFC Divisional Playoff Game
1992	XXVII	Dallas	Won Super Bowl
1993	XXVIII	Dallas	Lost NFC Championship Game
1994	XXIX	San Francisco	Lost NFC Divisional Playoff Game
1995	XXX	Dallas	Lost NFC Divisional Playoff Game
1996	XXXI	Green Bay	Lost Super Bowl
1997	XXXII	Denver	Won Super Bowl
1998	XXXIII	Denver	Missed playoffs
1999	XXXIV	St. Louis	Lost Wild Card Game

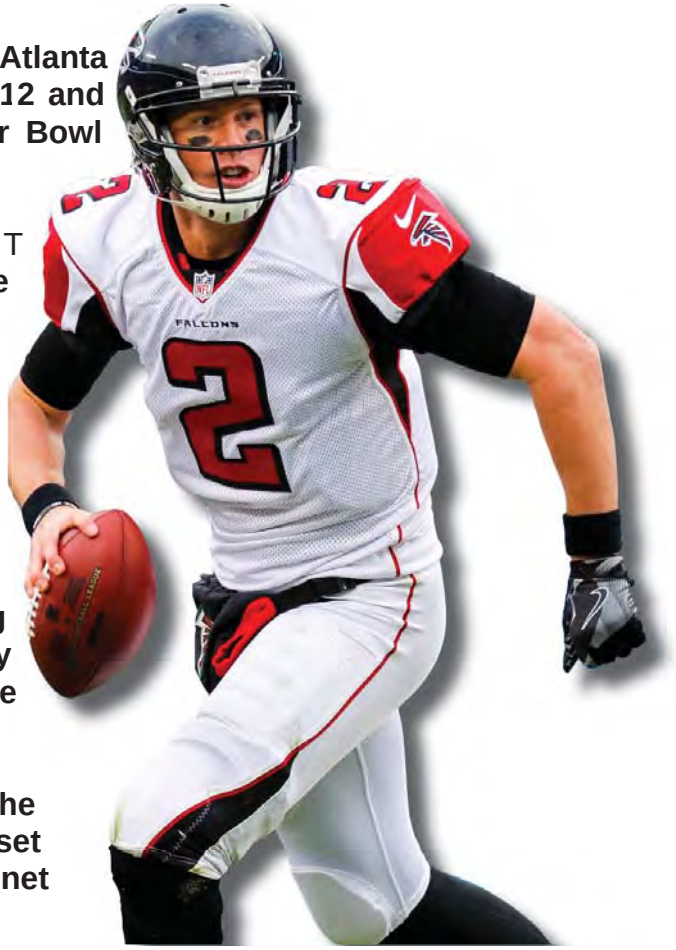
THE TEAMS

SEASON	SUPER BOWL	WINNER	NEXT SEASON
2000	XXXV	Baltimore	Lost AFC Divisional Playoff Game
2001	XXXVI	New England	Missed playoffs
2002	XXXVII	Tampa Bay	Missed playoffs
2003	XXXVIII	New England	Won Super Bowl
2004	XXXIX	New England	Lost AFC Divisional Playoff Game
2005	XL	Pittsburgh	Missed playoffs
2006	XLI	Indianapolis	Lost AFC Divisional Playoff Game
2007	XLII	New York Giants	Lost NFC Divisional Playoff Game
2008	XLIII	Pittsburgh	Missed playoffs
2009	XLIV	New Orleans	Lost NFC Wild Card Game
2010	XLV	Green Bay	Lost NFC Divisional Playoff Game
2011	XLVI	New York Giants	Missed playoffs
2012	XLVII	Baltimore	Missed playoffs
2013	XLVIII	Seattle	Lost Super Bowl
2014	XLIX	New England	Lost AFC Championship Game
2015	50	Denver	Missed playoffs
2016	LI	New England	????



RISE UP

Under the direction of head coach DAN QUINN, the Atlanta Falcons won the NFC South for the first time since 2012 and advanced to Super Bowl LI, the team's second Super Bowl appearance in franchise history.



The Falcons were led by the play of quarterback MATT RYAN (right), who was named the NFL's Most Valuable Player and Offensive Player of the Year. Ryan led the NFL with a 117.1 passer rating, the fifth-highest single-season passer rating in league history, and set a team record with 4,944 passing yards.

"When you think of consistent excellence this season, you think of Matt Ryan," says Falcons owner ARTHUR BLANK. "He was the catalyst for our team during the offseason and it carried over to outstanding performances week after week thereafter. I am extremely proud of Matt as a person and leader and, in my view, he was the unquestioned MVP of the league."

Atlanta led the NFL in scoring with 540 points, tied for the eighth-highest single-season total in NFL history, and set franchise records in total points, total yards (6,653), net passing yards (4,725) and first downs (347).



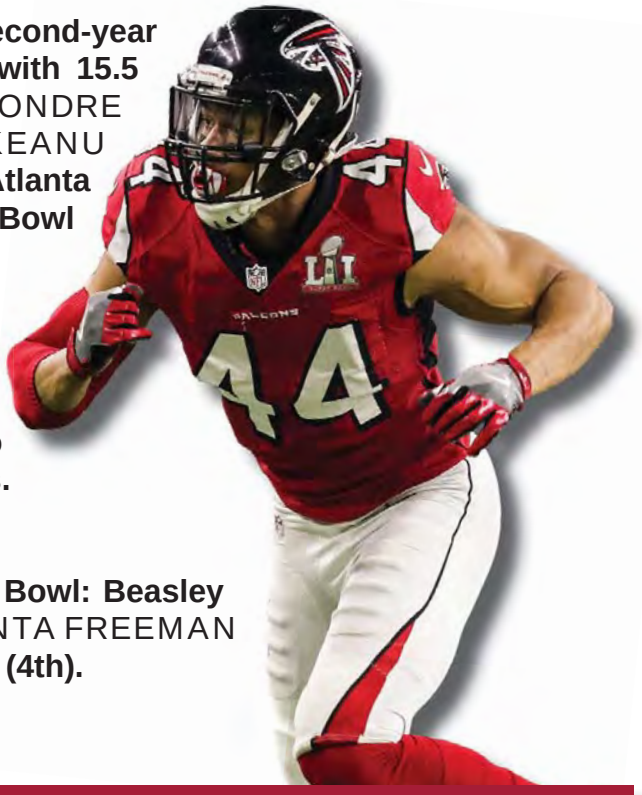
MOST TOTAL POINTS IN A SINGLE-SEASON IN NFL HISTORY

TEAM	YEAR	TOTAL POINTS
Denver Broncos	2013	606
New England Patriots	2007	589
Green Bay Packers	2011	560
New England Patriots	2012	557
Minnesota Vikings	1998	556
New Orleans Saints	2011	547
Washington Redskins	1983	541
Atlanta Falcons	*2016*	*540*
St. Louis Rams	2000	540

In 2016, Ryan threw a touchdown pass to 13 different players, the most in a single-season in NFL history, including six to wide receiver JULIO JONES. Jones led the NFC with 1,409 receiving yards and was the only player in 2016 to average at least 100 receiving yards per game (100.6 per game).

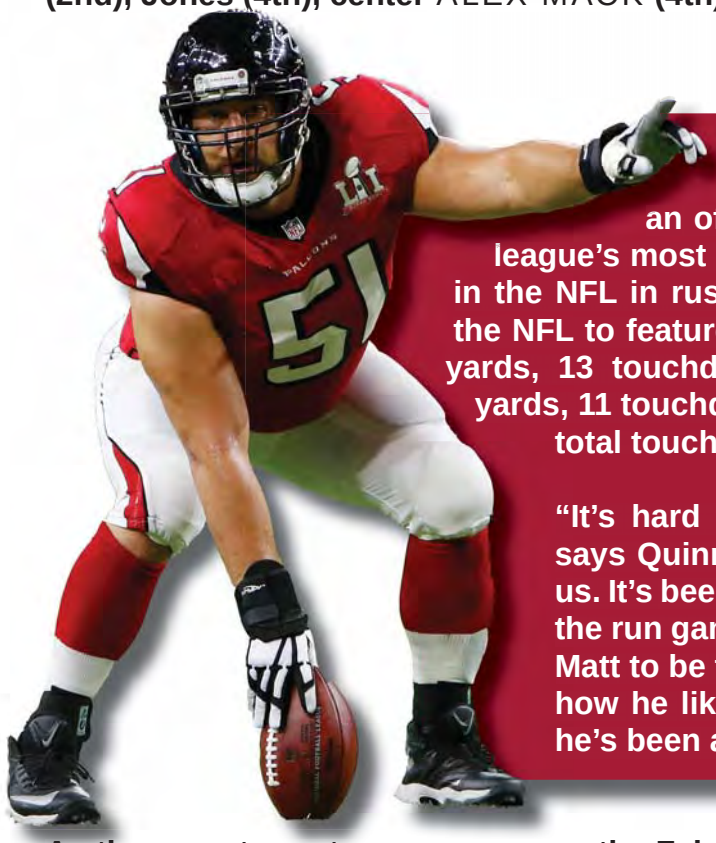
THE TEAMS

Young stars emerged on defense for the Falcons as second-year linebacker VIC BEASLEY, JR. **(right) led the NFL with 15.5 sacks, while a quartet of rookies – linebacker** DE'VONDRE CAMPBELL**, linebacker** DEION JONES**, safety** KEANU NEAL **and cornerback** BRIAN POOLE **– started for Atlanta in Super Bowl LI, becoming the first team in Super Bowl history to start four rookies on defense.**



"Dan Quinn is one of those coaches a general manager dreams to be with," says Falcons general manager THOMAS DIMITROFF**. "He's a guy that's going to develop young talent. He had all kinds of nerve to go into last season and start four rookie defensive players. To me, that's amazing."**

The Falcons had six players selected to the 2017 Pro Bowl: Beasley (1st), kicker MATT BRYANT **(1st), running back** DEVONTA FREEMAN **(2nd), Jones (4th), center** ALEX MACK **(4th) and Ryan (4th).**



Mack (left), who was signed by Atlanta as a free agent during the 2016 offseason, helped anchor an offensive line that paved the way for the one of the league's most dynamic rushing attacks. The Falcons ranked fifth in the NFL in rushing (120.5 per game) and were the only team in the NFL to feature two running backs – Freeman (1,541 scrimmage yards, 13 touchdowns) and TEVIN COLEMAN **(941 scrimmage yards, 11 touchdowns) – with at least 900 scrimmage yards and 10 total touchdowns in 2016.**

"It's hard to quantify the impact of an offensive lineman," says Quinn of Mack. "It's been deeper than the numbers for us. It's been the communication at the line, leading the front in the run game. It's been allowing the protections from him and Matt to be totally on the same page. He has a real standard in how he likes to play and how he likes to prepare. Honestly, he's been a really good addition for us."

As the page turns to a new season, the Falcons hope to build off last year's success and take the next step by winning the Super Bowl.

"We're on to 2017," says Ryan. "We're moving forward and preparing to try and be the best football team that this group can be."

THE TEAMS

TURNOVERS ARE KEY TO VICTORY

What is one of the keys to success in the NFL? Winning the turnover battle certainly ranks high on the list.



"That's ultimately the difference in the games," says Green Bay linebacker CLAY MATTHEWS (right) about the importance of turnovers. "You look at the percentages of the games in which you're able to get takeaways, it favors heavily in the win column."

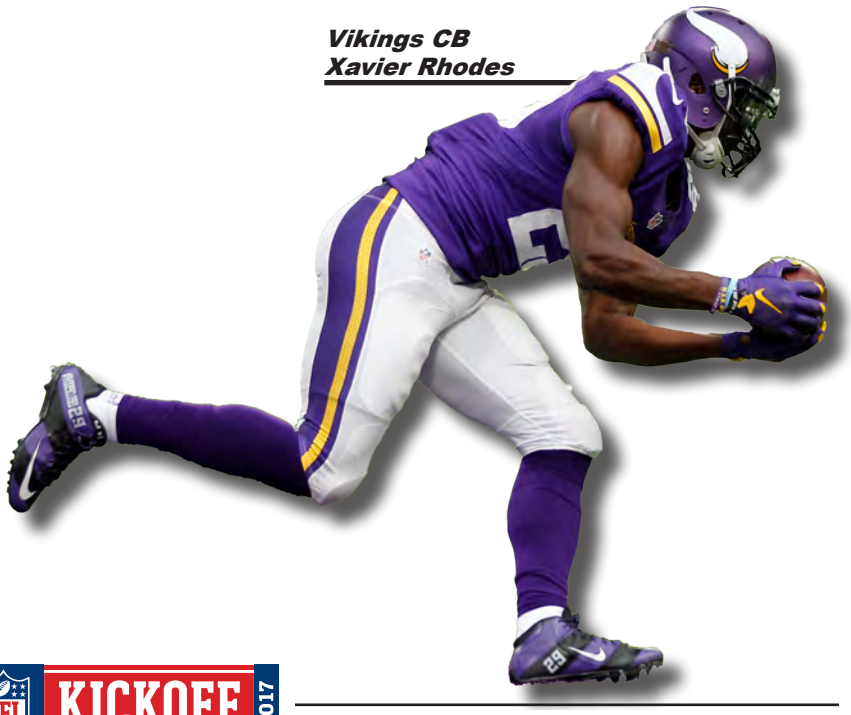
Last season, five of the top six teams in net turnover differential – KANSAS CITY (+16), OAKLAND (+16), NEW ENGLAND (+12), ATLANTA (+11), GREEN BAY (+8) – made the playoffs and combined for a 59-21 record (.738).

TEAMS WITH BEST NET TURNOVER DIFFERENTIAL IN 2016				
TEAM	**TOTAL TAKEAWAYS**	**TOTAL GIVEAWAYS**	**NET DIFFERENTIAL**	**RECORD**
Kansas City*	33	17	+16	12-4
Oakland*	30	14	+16	12-4
New England*	23	11	+12	14-2
Atlanta*	22	11	+11	11-5
Minnesota	27	16	+11	8-8
Green Bay*	25	17	+8	10-6

*Qualified for Playoffs

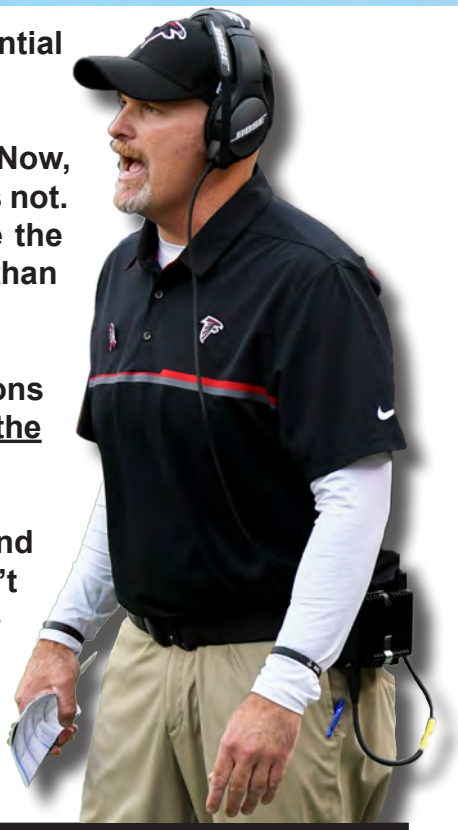


Chiefs CB Marcus Peters



Vikings CB Xavier Rhodes

THE TEAMS



Falcons head coach **DAN QUINN** (right) has made turnover differential one of the key components of his team philosophy.

"I love using turnover margin because it's a team stat," says Quinn. "Now, you can say it's just offensive-related or just defensive-related, but it's not. It's the way the defense goes after the ball, but it's also the attitude the offense has, to take care of it. We're much clearer to that vision now than we've ever been."

Last year, the AFC champion Patriots (+12) and NFC champion Falcons (+11) had the third-highest combined turnover differential of any of the previous 10 Super Bowl participating teams.

"For us to be way in the plus in turnover margin – along with New England as well – I think that's one of the real factors in our season that we don't talk about a lot," said Quinn. "It didn't happen overnight. This attitude to take care of it and go after it, it came from every day at practice, going for it, battling for it. That's been the biggest difference for us."

COMBINED TURNOVER DIFFERENTIAL OF SUPER BOWL TEAMS (SINCE 2008)

SEASON	AFC CHAMPION	NFC CHAMPION	SUPER BOWL	TO DIFFERENTIAL
2010	Pittsburgh (+17)	Green Bay* (+10)	XLV	+27
2011	New England (+17)	New York Giants* (+7)	XLVI	+24
2016	New England* (+12)	Atlanta (+11)	LI	+23
2014	New England* (+12)	Seattle (+10)	XLIX	+22
2013	Denver (0)	Seattle* (+20)	XLVIII	+20
2012	Baltimore* (+9)	San Francisco (+9)	XLVII	+18
2015	Denver* (-4)	Carolina (+20)	50	+16
2009	Indianapolis (+2)	New Orleans* (+11)	XLIV	+13
2007	New England (+16)	New York Giants* (-9)	XLII	+7
2008	Pittsburgh* (+4)	Arizona (0)	XLIII	+4

*Won Super Bowl

THE TEAMS

QUARTERBACK SUCCESS



Titans QB Marcus Mariota

NFL QBs put together a historically proficient and prolific year in 2016.

The league-wide completion percentage (63.0) tied the previous record set in 2015, while the league-wide passer rating (89.3) ranked second behind only the 2015 season (90.2). There were 786 touchdown passes thrown in 2016, the fourth-highest total in NFL history.

Games averaged 700.8 total net yards per game, the second-best mark in NFL annals (705.3 in 2015). Explosive passing offenses fueled that trend, with an average of 483.0 net passing yards per game, the second-highest total all-time (487.6 in 2015).

The league-wide interception percentage of 2.3 percent was the lowest of any season in NFL history, surpassing the previous mark of 2.4 in 2015. New England Patriots quarterback TOM BRADY finished the 2016 season with a 0.5 interception percentage (two INTs in 432 passing attempts), the third-lowest interception percentage by a quarterback since 1960. Brady passed for 28 touchdown passes and two interceptions last season, recording the highest touchdown/interception ratio in NFL history.

There were 57 individual performances with three touchdown passes without an interception in 2016, the third-highest of any season in NFL history (59 in 2015, 58 in 2014). Green Bay Packers quarterback AARON RODGERS led the league with seven games of at least three touchdown passes without an interception, tied for the third-most in a single season in NFL history.

"It's a passing league," says Tampa Bay Buccaneers general manager JASON LICHT. "It's a quarterback-driven league, so you want a great quarterback. If you've got a great quarterback, you've got a chance."

As professional football has evolved, the sophistication and importance of the passing game have grown consistently. Defenders have grown stronger and faster while defensive coordinators have become more creative. Moving the ball downfield three yards at a time via the run has grown increasingly difficult.

THE TEAMS

This trend has helped allow the growing number of star NFL quarterbacks – ranging from established veterans like Brady, Rodgers, DREW BREES **and** BEN ROETHLISBERGER **to talented youngsters like** DEREK CARR**,** JAMEIS WINSTON**,** MARCUS MARIOTA **and** DAK PRESCOTT **– to fully showcase their passing talents.**

An NFL-record 13 passers reached the 4,000-yard mark in 2016, eclipsing 2015 for the most of any season in NFL history (12). Brees led the NFL with 5,208 passing yards, the fourth-highest passing yardage total in league history. Brees is the first player to lead the league in passing yards seven times, extending his NFL record.

Five quarterbacks recorded a 100+ passer rating in 2016, led by Atlanta Falcons quarterback MATT RYAN**, whose 117.1 rating was the fifth-highest in NFL history.**

The quarterbacks with 4,000+ passing yards, 30+ touchdown passes or a 100+ passer rating in 2016:

4,000+ PASS YARDS

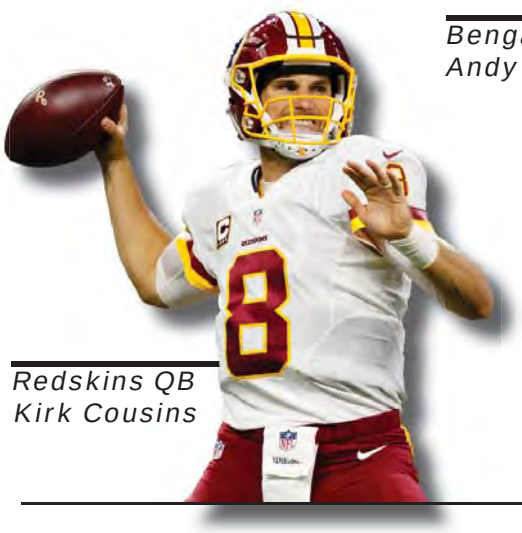
PLAYER	YARDS
Drew Brees	5,208
Matt Ryan	4,944
Kirk Cousins	4,917
Aaron Rodgers	4,428
Philip Rivers	4,386
Matthew Stafford	4,327
Joe Flacco	4,317
Andrew Luck	4,240
Carson Palmer	4,233
Russell Wilson	4,219
Andy Dalton	4,206
Jameis Winston	4,090
Eli Manning	4,027

30+ PASS TDs

PLAYER	TDs
Aaron Rodgers	40
Matt Ryan	38
Drew Brees	37
Philip Rivers	33
Andrew Luck	31

100+ PASSER RATING

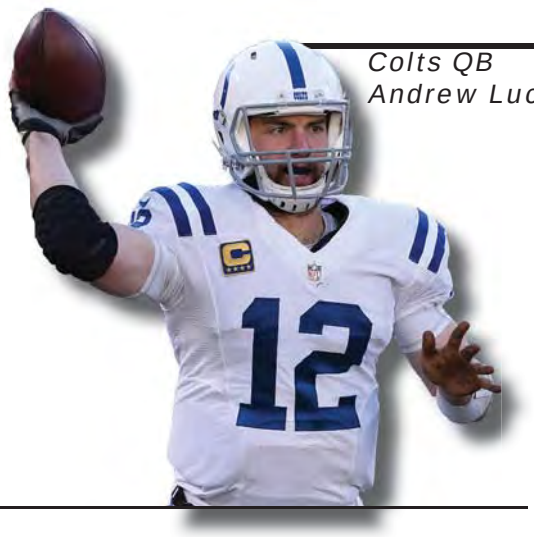
PLAYER	RATING
Matt Ryan	117.1
Tom Brady	112.2
Dak Prescott	104.9
Aaron Rodgers	104.2
Drew Brees	101.7



Redskins QB Kirk Cousins



Bengals QB Andy Dalton



Colts QB Andrew Luck

TIGHT ENDS ON THE RISE

NFL tight ends have been performing at an historic level and the 2016 season was no different. Last year, tight ends recorded the second-most catches (2,494) and receiving yards (27,340) in a single season for the position.

SINGLE-SEASON TIGHT END RECORDS

YEAR	CATCHES
2015	**2,518**
2016	*2,494*
2012	**2,401**
2013	**2,384**
2011	**2,341**

YEAR	REC. YARDS
2015	**27,553**
2016	*27,340*
2013	**27,284**
2011	**27,080**
2012	**26,197**

Last season, four tight ends – Baltimore's DENNIS PITTA **(86), Kansas City's** TRAVIS KELCE **(85), Minnesota's** KYLE RUDOLPH **(83) and Carolina's** GREG OLSEN **(80) – reached the 80-reception mark, tied for the most tight ends with at least 80 receptions in a single season in NFL history.**

SEASON	MOST TEs W/ 80+ RECEPTIONS IN SINGLE SEASON
2016	*4*
2014	**4**
2011	**4**
2004	**4**
Many tied	**3**

In 2016, Olsen recorded 1,073 receiving yards and became the first tight end in NFL history to record three consecutive seasons with at least 1,000 receiving yards.

Chiefs TE Travis Kelce



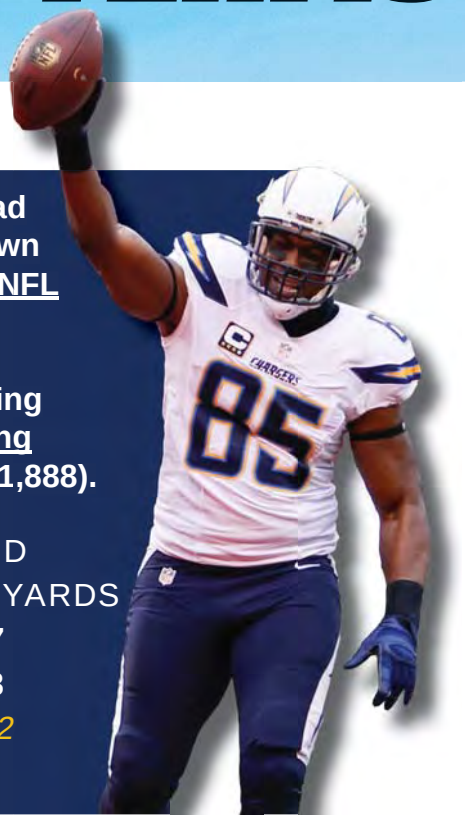
Panthers TE Greg Olsen



Vikings TE Kyle Rudolph



THE TEAMS



Los Angeles Chargers tight end ANTONIO GATES **(right) had seven receiving touchdowns in 2016 and has 111 career touchdown catches, tying** TONY GONZALEZ **for the most by a tight end in NFL history.**

Gates brought his career receiving yardage total to 11,192, becoming the third tight end in NFL history to reach 11,000 career receiving yards, joining Gonzalez (15,127) and Dallas' JASON WITTEN **(11,888).**

MOST CAREER RECEIVING YARDS BY TIGHT END

TIGHT END	TEAMS	RECEIVING YARDS
Tony Gonzalez	**Kansas City, Atlanta**	**15,127**
Jason Witten*	**Dallas**	**11,888**
*Antonio Gates**	*Los Angeles Chargers*	*11,192*

*** Active**

The importance of the tight end position was evident in this year's NFL Draft as well. Three tight ends – O.J. HOWARD **(Tampa Bay, No. 19),** EVAN ENGRAM **(New York Giants, No. 23) and** DAVID NJOKU **(Cleveland, No. 29) and) – were chosen in the first round, tied for the most first-round tight ends (1970 and 2002) since the advent of the common draft in 1967.**

Buccaneers TE O.J. Howard



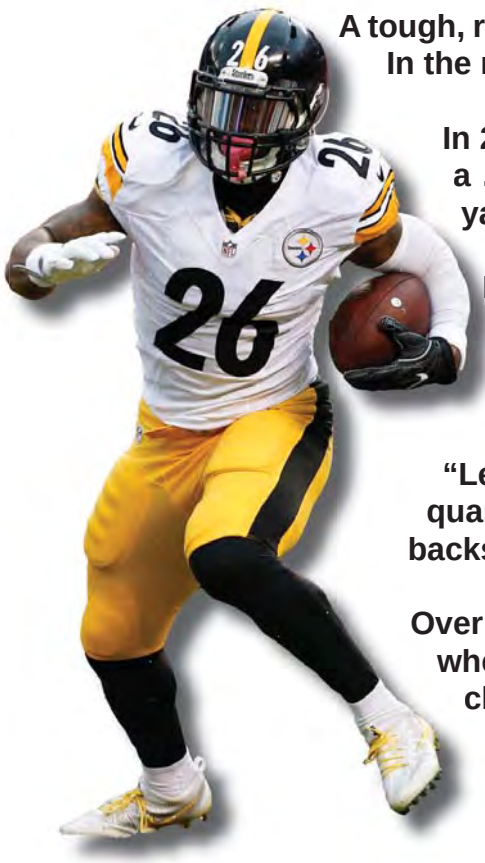
Giants TE Evan Engram



Browns TE David Njoku



TOP SUPERLATIVE? RUN THE BALL



A tough, reliable running game allows an offense to command a game's pace. In the majority of contests, it can also control the game's result.

In 2016, NFL teams with a 100-yard rusher posted a 68-27-1 record for a .714 winning percentage. That rated higher than clubs with a 100-yard receiver (94-73-2, .562) or a 300-yard passer (56-60-2, .483).

Pittsburgh running back LE'VEON BELL **(left) ranked fifth in the NFL with 1,268 rushing yards last season, despite playing only 12 games. The Steelers were 6-0 in games in which Bell rushed for at least 100 yards.**

"Le'Veon's one of the greatest players on our team," says Steelers quarterback BEN ROETHLISBERGER**. "He's one of the best running backs in the world. It's an honor to play with him."**

Over the past five years, teams have compiled a 359-141-6 record (.715) when a player has eclipsed the 100-yard rushing mark. By comparison, clubs with a 100-yard receiver have a .558 winning percentage (509-403-4), while offenses with a 300-yard passer have won 51.5 percent of their games (316-298-3).

The winning percentage of teams with a 100-yard rusher, 100-yard receiver or 300-yard passer over the past five seasons:

100-YARD RUSHERS		
YEAR	W-L-T	WIN PCT.
2012	83-35-1	.702
2013	60-33-2	.642
2014	75-23-2	.760
2015	73-23	.760
2016	*68-27-1*	*.714*
Total	359-141-6	.715

100-YARD RECEIVERS		
YEAR	W-L-T	WIN PCT.
2012	92-78-1	.541
2013	98-82	.544
2014	105-74-1	.586
2015	120-96	.556
2016	*94-73-2*	*.562*
Total	509-403-4	.558

300-YARD PASSERS		
YEAR	W-L-T	WIN PCT.
2012	61-65	.484
2013	60-58	.508
2014	70-52-1	.573
2015	69-63	.522
2016	*56-60-2*	*.483*
Total	316-298-3	.515

THIRD-DOWN CONVERSIONS

Excelling on third down extends drives and keeps your opponent off the field, which can be an important factor in winning games.

Last season, six playoff teams converted at least 40 percent of their third-down attempts – GREEN BAY **(46.7 percent),** NEW ENGLAND **(45.8),** DETROIT **(42.6),** DALLAS **(42.3),** ATLANTA **(42.1) and** PITTSBURGH **(41.1).**

Packers wide receiver RANDALL COBB **(below) understands the importance of converting.**

"We talk about it continuously," says Cobb. "Being able to break a tackle and picking up a first down is important. We try and do that consistently throughout games."

PLAYOFF TEAMS WHICH CONVERTED AT LEAST 40 PERCENT OF THEIR THIRD-DOWN ATTEMPTS IN 2016

TEAM	3RD DOWN ATT	3RD DOWN CONV	3RD DOWN PCT
Green Bay	210	98	46.7
New England	227	104	45.8
Detroit	195	83	42.6
Dallas	189	80	42.3
Atlanta	178	75	42.1
Pittsburgh	202	83	41.1



Converting on third down extends drives ultimately leading towards the end zone. Last season, nine of the top 10 offensive scoring teams converted at least 40 percent of third downs. The ATLANTA FALCONS **and** NEW ENGLAND PATRIOTS**, who met in Super Bowl LI, both converted at least 40 percent of third downs last season.**

MOST OFFENSIVE POINTS SCORED IN 2016

TEAM	OFFENSIVE PTS	3RD DOWN PCT
Atlanta*	505	42.1
New Orleans	467	48.6
New England*	435	45.8
Green Bay*	432	46.7
Dallas*	421	42.3
Oakland*	409	38.1
Indianapolis	397	43.1
Arizona	395	40.7
Pittsburgh*	390	41.1
Washington	390	45.2

*Playoff team

FOURTH-AND-ONE

In fourth-and-one situations, the offense or defense must not only overpower its opponent but also outsmart it in order to retain or gain possession. It is an art that must be studied for mastery.

Three teams were perfect on fourth-and-one conversions in 2016 (minimum five attempts) – DALLAS, CLEVELAND and CAROLINA. Three teams with perfect fourth-and-one conversion rates (minimum five attempts) are tied for the most in a single season in NFL history (2005).

HIGHEST CONVERSION RATE ON FOURTH-AND-ONE IN 2016 (MIN. 5 ATT)

TEAM	ATT	CONV	PCT
Dallas	7	7	100
Cleveland	6	6	100
Carolina	6	6	100
New Orleans	11	10	90.9
Detroit	5	4	80
Denver	8	6	75
Baltimore	7	5	71.4
New England	7	5	71.4

PERFECT FOURTH-AND-ONE SINCE 2005 (MIN. 5 ATT)

YEAR	TEAM	ATT	CONV
2016	Dallas	7	7
2016	Carolina	6	6
2016	Cleveland	6	6
2013	Arizona	5	5
2013	Denver	5	5
2012	Cincinnati	7	7
2010	St. Louis	6	6
2009	Miami	8	8
2009	Atlanta	7	7
2008	Seattle	5	5
2007	New England	11	11
2006	Chicago	8	8
2006	Minnesota	6	6
2005	Kansas City	7	7



"We know that coach Harbaugh's mindset is that we're going to go for it. Not only down in the red zone, but in the middle of the field. We're going to go for it on fourth down and try to get as many points as we can."

-Ravens QB Joe Flacco

THE TEAMS

A stop on fourth-and-one for a defense is as important as forcing a turnover. While the offense needs to convert to prolong its drive hoping to control the clock and find the end zone, the defense can hand the ball over to its offense with field position by stifling an offense.

Thirteen teams stopped at least half of their opponents' fourth-and-one attempts, including seven playoff teams – HOUSTON**,** DETROIT**,** PITTSBURGH**,** SEATTLE**,** MIAMI**,** NEW YORK GIANTS **and** OAKLAND**.**

LOWEST OPPONENTS' FOURTH-AND-ONE CONVERSION RATE, 2016

TEAM	ATT	CONV	PCT
Houston*	5	1	20
Detroit*	4	1	25
Minnesota	3	1	33.3
New York Jets	3	1	40
Pittsburgh*	5	2	42.9
Buffalo	7	3	44.4
Seattle*	9	4	50
Indianapolis	2	1	50
Miami*	6	3	50
New Orleans	4	2	50
New York Giants*	6	3	50
Oakland*	8	4	50
San Francisco	2	1	50

*** Playoff team**



Lions DE Ezekiel Ansah



Texans DE Jadeveon Clowney



Vikings DE Everson Griffen

SUPER BOWL TROPHY BY THE NUMBERS

Immediately following a Super Bowl victory, the winner is presented with the VINCE LOMBARDI TROPHY**.**

"Tiffany & Co. creates many of the world's greatest championship trophies, and the Vince Lombardi trophy is certainly one of them," says VICTORIA WIRTH REYNOLDS**, group director of business sales at Tiffany & Co., the trophy's manufacturer. "Made by Tiffany artisans, who use age-old silversmithing techniques from the 1800's, the Vince Lombardi Trophy is a lasting tribute to the athletes' dedication and goal of greatness."**

After the trophy is presented, it is then returned to Tiffany & Co. for any repairs and the engraving of the Super Bowl team names and the final score onto the base. It then goes back to the winning team for permanent possession.



7 LBs in weight

22 inches tall

72 Man-hours to complete

FUN FACTS ABOUT THE LOMBARDI TROPHY

Made of:	**Sterling silver***
Year Designed:	**1967**
First Sketched On:	**A napkin**
Sketched By:	**Oscar Riedener****
Crafted by:	**Hand**
Made In:	**Cumberland, RI**
Made By:	**Tiffany**
Value:	**Priceless per 32 NFL teams**
Sought Yearly By:	**1,700 players*****

***Including nuts and bolts.**
****Former Tiffany VP of design.**
*****At least.**

THE PLAYERS – PAST, PRESENT & FUTURE



WHAT TO LOOK FOR - THE PLAYERS



DREW BREES **(right), New Orleans, needs 290 completions to surpass Peyton Manning (6,125) for the second-most all-time. Brees needs 465 completions to surpass Brett Favre (6,300) for the all-time record. In 16 seasons, Brees has 5,836 completions.**

Brees has led the league in completions five times and can tie Dan Marino (six) for the all-time record.

Brees can extend his NFL record streak of consecutive seasons with at least 30 touchdown passes. Brees has passed for at least 30 touchdowns in each of the past nine seasons and can surpass Favre (nine) and P. Manning (nine) to become the only quarterback to throw at least 30 touchdown passes in 10 different seasons.

Brees needs 35 touchdown passes to join P. Manning (539) and Favre (508) as the only players with 500 career touchdown passes. In 16 seasons, Brees has 465 touchdown passes.

Brees needs 3,889 passing yards to join P. Manning (71,940) and Favre (71,838) as the third quarterback with 70,000 career passing yards. In 16 seasons, Brees has 66,111 passing yards.

Brees needs five games with at least four touchdown passes to surpass P. Manning (35) and move into first place on the NFL's all-time list for games with at least four touchdown passes.

Brees can become the first player to lead the league in passing yards eight times in his career. Sonny Jurgensen (five) and Dan Marino (five) are tied for the second-most such seasons in NFL history. Brees led the NFL with 5,208 passing yards in 2016.

Brees can extend his NFL-record streak of seasons with at least 4,000 passing yards. Brees has passed for at least 4,000 yards in 11 consecutive seasons.

Brees has four seasons with at least 35 touchdown passes and can become the first player in NFL history to pass for at least 35 touchdown passes in five seasons (see Brady and Rodgers notes).

Brees can become the first quarterback in NFL history to pass for at least 40 touchdowns in three seasons. Brees has two seasons with at least 40 touchdown passes (see Rodgers note).

TOM BRADY**, New England, has six seasons with at least 30 touchdown passes and can join Favre (nine), P. Manning (nine) and Brees (nine) as the only players to pass for at least 30 touchdowns in seven seasons.**

Brady has four seasons with at least 35 touchdown passes and can become the first player in NFL history to pass for at least 35 touchdowns in five seasons (see Brees and Rodgers notes).

THE PLAYERS

Brady has led the league in touchdown passes four times in his career and can tie Brees (five) as the only players to lead the league in touchdown passes five times.

Brady has 183 regular-season wins and needs four wins to pass P. Manning (186) and Favre (186) for the most regular-season wins by a starting quarterback in NFL history.

Brady has 51 career games with three touchdown passes and no interceptions and needs one to pass P. Manning (51) for the most such games in NFL history.

Brady has passed for at least 4,000 yards eight times in his career and can join P. Manning (14) and Brees (11) as the only players to pass for 4,000 yards in nine seasons.



ELI MANNING (left), New York Giants, needs 1,786 passing yards to become the seventh player in NFL history with 50,000 career passing yards (see Rivers and Roethlisberger note). In 13 seasons, Manning has 48,214 passing yards.

Manning needs 30 touchdown passes to become the sixth player in NFL history with 350 career touchdown passes. In 13 seasons, Manning has 320 touchdown passes.

PHILIP RIVERS, Los Angeles Chargers, needs 4,167 passing yards to become the seventh player in NFL history to reach 50,000 career passing yards (see E. Manning and Roethlisberger notes). In 13 seasons, Rivers has 45,833 passing yards.

Rivers has 3,811 career completions and needs 189 to become the eighth player in NFL history with at least 4,000 completions (see Roethlisberger note).

BEN ROETHLISBERGER (right), Pittsburgh, needs 3,186 passing yards to become the seventh player in NFL history with 50,000 career passing yards (see E. Manning and Rivers notes). In 13 seasons, Roethlisberger has 46,814 passing yards.



Roethlisberger can become the eighth player in NFL history with 4,000 career completions (see Rivers note). In 13 seasons, Roethlisberger has 3,804 career completions.

AARON RODGERS, Green Bay, needs three touchdown passes to become the 11th player in NFL history to reach the 300 mark (see Palmer note). In 12 seasons, Rodgers has 297 touchdown passes.

Rodgers can become the first quarterback in NFL history to pass for at least 40 touchdowns in three seasons (see Brees note). Rodgers has passed for at least 40 touchdowns in two seasons.

Rodgers has four seasons with at least 35 touchdown passes and can become the first player in NFL history to pass for at least 35 touchdown passes in five seasons (see Brees and Brady notes).

CARSON PALMER, Arizona, needs 15 touchdown passes to become the 11th player in NFL history to reach 300 career touchdown passes (see Rodgers note). In 13 seasons, Palmer has 285 touchdown passes.

MATT RYAN, Atlanta, has passed for at least 4,000 yards in six consecutive seasons and can become the second player in NFL history with 4,000 passing yards in seven consecutive seasons, joining Brees (11) (see Stafford note).

MATTHEW STAFFORD (right), Detroit, has passed for at least 4,000 yards in six consecutive seasons and can become the second player in NFL history with 4,000 passing yards in seven consecutive seasons, joining Brees (11) (see Ryan note).



DEREK CARR, Oakland, needs 3,000 passing yards to become the sixth player in NFL history to start their career with four consecutive 3,000 yard seasons.

JAMEIS WINSTON, Tampa Bay, needs 35 touchdown passes to become the fourth player in NFL history to pass for at least 85 touchdowns in his first three seasons. In two seasons, Winston has 50 touchdown passes.

ADRIAN PETERSON, New Orleans, needs 10 rushing touchdowns to join LaDainian Tomlinson (nine) as the only players in NFL history to rush for 10 touchdowns in at least nine different seasons. Peterson is currently tied with Emmitt Smith (eight).

Peterson has six 200-yard rushing games in his career. He needs one 200-yard game to surpass O.J. Simpson (six) for the most all-time.

Peterson needs three rushing touchdowns to become the ninth player in NFL history with 100 rushing touchdowns. In 10 seasons, Peterson has 97 rushing touchdowns.

Peterson needs 566 rushing yards to pass Thurman Thomas (12,074), Franco Harris (12,120), Marcus Allen (12,243), Edgerrin James (12,246), Marshall Faulk (12,279) and Jim Brown (12,312) to move into 10th all-time in rushing yards. In 10 seasons, Peterson has 11,747 rushing yards.

FRANK GORE, Indianapolis, needs 1,000 rushing yards to join Curtis Martin (10), Barry Sanders (10), Walter Payton (10) and E. Smith (11) as the only players in NFL history to rush for 1,000 yards in at least 10 different seasons. In 12 seasons, Gore has rushed for 1,000 yards nine times.

Gore needs 935 rushing yards to become the fifth player in NFL history to reach 14,000 career rushing yards. In 12 seasons, Gore has 13,065 rushing yards.

THE PLAYERS



DARREN SPROLES **(right), Philadelphia, needs 672 all-purpose yards to move into fifth place in NFL history. In 12 seasons, Sproles has 19,011 all-purpose yards.**

LARRY FITZGERALD**, Arizona, needs 75 receptions to join Jerry Rice (1,549) and Tony Gonzalez (1,325) as the only players in NFL history to record 1,200 receptions. In 13 seasons, Fitzgerald has 1,125 catches.**

Fitzgerald needs eight touchdown catches to pass Gonzalez (111) and Antonio Gates (111) and move into sixth place all-time. In 13 seasons, Fitzgerald has 104 touchdown receptions.

BRANDON MARSHALL**, New York Giants, needs 59 receptions to become the 15th player in NFL history with 1,000 career catches. In 11 seasons, Marshall has 941 receptions.**

MIKE EVANS**, Tampa Bay, has at least 1,000 receiving yards in each of his first three seasons and can become the third player in NFL history to record at least 1,000 receiving yards in each of his first four seasons, joining A.J. Green and Randy Moss.**

JASON WITTEN**, Dallas, needs 112 receiving yards to join Gonzalez (15,127) as the only tight ends in NFL history to reach 12,000 career receiving yards. In 14 seasons, Witten has 11,888 receiving yards.**

Witten needs 11 receptions to become the sixth player in NFL history to record at least 1,100 career receptions. In 14 seasons, Witten has 1,089 catches.



ANTONIO GATES **(left), Los Angeles Chargers, needs one touchdown catch to pass Gonzalez (111) for the most all-time by a tight end.**

ROB GRONKOWSKI**, New England, has three seasons with at least 1,000 receiving yards and can join Gonzalez (four) and Witten (four) as the only tight ends with at least four seasons with 1,000 receiving yards.**

JULIUS PEPPERS**, Carolina, needs 6.5 sacks to become the fourth player with 150 sacks since the sack became an official statistic in 1982. In 15 seasons, Peppers has 143.5 sacks.**

THE PLAYERS



J.J. WATT (left), Houston, can increase his NFL record total of 20-sack seasons. In six seasons, Watt has two seasons with 20 sacks, the most since the sack became an official statistic in 1982.

Watt has three seasons with at least 15 sacks and can tie Reggie White (four) for the most seasons with at least 15 sacks since the sack became an official statistic in 1982.

Watt has led the league in sacks twice in his career and can become the first player to lead the league three times since the sack became an official statistic in 1982.

ELVIS DUMERVIL, San Francisco, needs one sack to reach 100 career sacks. In 10 seasons, Dumervil has recorded 99 sacks.

ADAM VINATIERI, Indianapolis, needs to convert 36 field goals to pass Morten Andersen (565) for the most made field goals in NFL history. In 21 seasons, Vinatieri has converted 530 field goals.

Vinatieri needs 22 points to become the third player in NFL history to record 2,400 career points. In 21 seasons, Vinatieri has 2,378 points.

STEPHEN GOSTKOWSKI, New England, has led the league in scoring five times in his career and can surpass Don Hutson (five) and Gino Cappelletti (five) as the only player to lead the league in points scored six times.

Gostkowski has led the league in field goals three times in his career and can join Lou Groza (five), Ward Cuff (four) and Jack Manders (four) as the only player to lead the league in field goals at least four times.

With 30 field goals, Gostkowski will join David Akers (five) and John Carney (five) as the only players in NFL history with five seasons of 30 or more field goals.



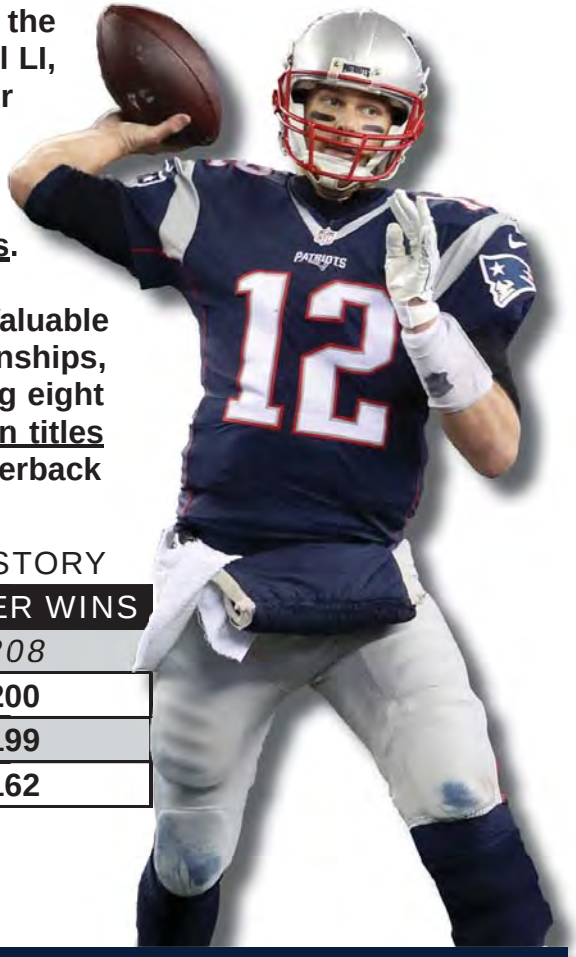
SEBASTIAN JANIKOWSKI (right), Oakland, needs 100 points to become the 12th NFL player with 11 career seasons scoring at least 100 points.

Janikowski needs 23 made field goals to move into eighth on the NFL's all-time made field goals list.

MATT PRATER, Detroit, needs four field goals of at least 50 yards to climb into the top five of converted 50-yard field goals in NFL history. In 10 seasons, Prater has 36 field goals of at least 50 yards.

THE PLAYERS

TOM BRADY: TOM TERRIFIC



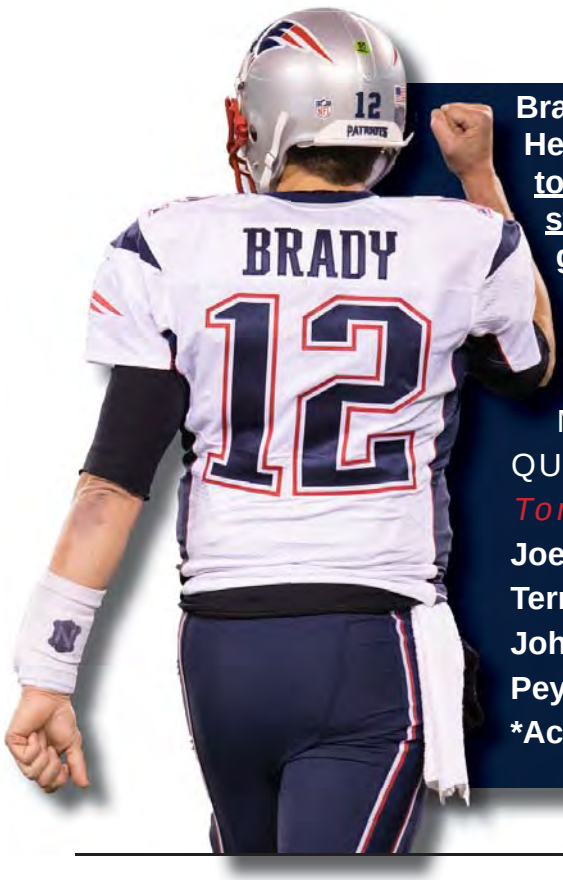
New England Pro Bowl quarterback TOM BRADY **guided the Patriots to a 34-28 OT victory against Atlanta in Super Bowl LI, engineering the largest comeback in Super Bowl history after overcoming a 25-point second-half deficit. Brady, who set Super Bowl single-game records in pass attempts (62), completions (43) and passing yards (466), became the first player in NFL history to win four Super Bowl MVP awards.**

A 12-time Pro Bowl selection and two-time NFL Most Valuable Player, Brady has led the Patriots to 14 division championships, the most by a starting quarterback in NFL history, including eight consecutive AFC East titles – the longest streak of division titles in NFL history. His 208 all-time wins as a starting quarterback (including playoffs) are the most in NFL history.

MOST TOTAL WINS BY A QUARTERBACK IN NFL HISTORY

PLAYER	TEAM(S)	CAREER WINS
*Tom Brady**	*New England*	*208*
Peyton Manning	Indianapolis, Denver	200
Brett Favre	Atlanta, Green Bay, NY Jets, Minnesota	199
John Elway	Denver	162

***Active**



Brady's star has always shined the brightest during the playoffs. He is the all-time postseason leader in career completions (831), touchdown passes (63), passing yards (9,094) and wins by a starting quarterback (25). In Super Bowl LI, Brady set single-game records in pass attempts (62), completions (43) and passing yards (466) en route to his NFL-record fourth Super Bowl MVP Award.

MOST PLAYOFF WINS BY STARTING QUARTERBACK

QUARTERBACK	TEAM(S)	PLAYOFF WINS
*Tom Brady**	*New England*	*25*
Joe Montana	San Francisco, Kansas City	16
Terry Bradshaw	Pittsburgh	14
John Elway	Denver	14
Peyton Manning	Indianapolis, Denver	14

***Active**

THE PLAYERS



In 2016, Brady continued to leave his mark in the record books, becoming one of four quarterbacks in NFL history with at least 450 touchdown passes, joining PEYTON MANNING **(539), Pro Football Hall of Famer** BRETT FAVRE **(508) and** DREW BREES **(465). Additionally, he joined Manning, Favre, Brees and Pro Football Hall of Famer** DAN MARINO **as the only quarterbacks with at least 60,000 career passing yards.**

MOST CAREER TD PASSES

PLAYER	TD PASSES
Peyton Manning	539
Brett Favre	508
Drew Brees*	465
*Tom Brady**	*456*
Dan Marino	420

*Active

MOST CAREER PASS YARDS

PLAYER	PASS YARDS
Peyton Manning	71,940
Brett Favre	71,838
Drew Brees*	66,111
*Tom Brady**	*61,582*
Dan Marino	61,361

*Active

On the way to his fifth Super Bowl title as a starting quarterback – the most all-time – Brady threw 28 touchdown passes with two interceptions in 2016, the highest single-season touchdown/interception ratio in NFL history.

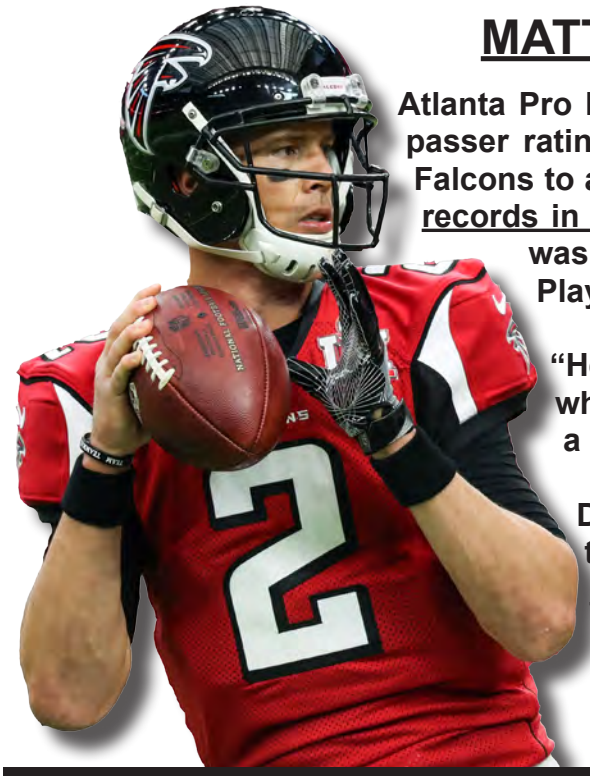
HIGHEST SINGLE-SEASON TD/INT RATIOS

PLAYER	TEAM	SEASON	TDs	INTs	TD/INT RATIO
Tom Brady	*NE*	*2016*	*28*	*2*	*14.0*
Nick Foles	PHI	2013	27	2	13.5
Josh McCown	CHI	2013	13	1	13.0

"Tom is able to put it all together better than any player that I've ever coached. Putting all that together at once in just a couple of seconds of time, he has to process it once he gets the calls and gets to the line of scrimmage. I think his preparation allows him to, in part, do that. He has the football instincts as well. He's a great role model for all of us – any player and any coach. All of us."

-Patriots head coach Bill Belichick

THE PLAYERS



MATT RYAN: MVP MATT

Atlanta Pro Bowl quarterback **MATT RYAN** led the NFL with a 117.1 passer rating – the fifth-best mark in NFL history – and guided the Falcons to a berth in Super Bowl LI. Ryan, who set franchise passing records in yards (4,944), touchdowns (38) and passer rating (117.1), was named the league's Most Valuable Player and Offensive Player of the Year.

"He's the MVP," says Falcons wide receiver **JULIO JONES** when asked how to describe Ryan. "He's a great player. He's a great leader on this team and he's my brother."

During the regular season, Ryan threw a touchdown pass to 13 different players, the most ever in a season in NFL history.

"We had so many guys make great plays and have great seasons for us," says Ryan about the team's success last year.

HIGHEST PASSER RATING, SINGLE SEASON

PLAYER	SEASON	TEAM	ATT	COMP	PCT	YARDS	TD	INT	RATING
Aaron Rodgers	2011	Green Bay	502	343	68.3	4643	45	6	122.5
Peyton Manning	2004	Indianapolis	497	336	67.6	4557	49	10	121.1
Nick Foles	2013	Philadelphia	317	203	64.0	2891	27	2	119.2
Tom Brady	2007	New England	578	398	68.9	4806	50	8	117.2
Matt Ryan	***2016***	***Atlanta***	***534***	***373***	***69.9***	***4,944***	***38***	***7***	***117.1***

WHAT TO LOOK FOR

Ryan's 4,944 passing yards ranked second in the NFL last season and marked his sixth consecutive 4,000-yard season. He is tied with **PEYTON MANNING** (1999-2004) and **MATTHEW STAFFORD** (2011-16) for the second-longest such streak in NFL history. Ryan and Stafford can both extend their streaks in 2017 and join **DREW BREES** (11) as the only players to accomplish the feat in at least seven consecutive seasons.

11 Seasons
2006-2016*



BREES

6 Seasons
1999-2004

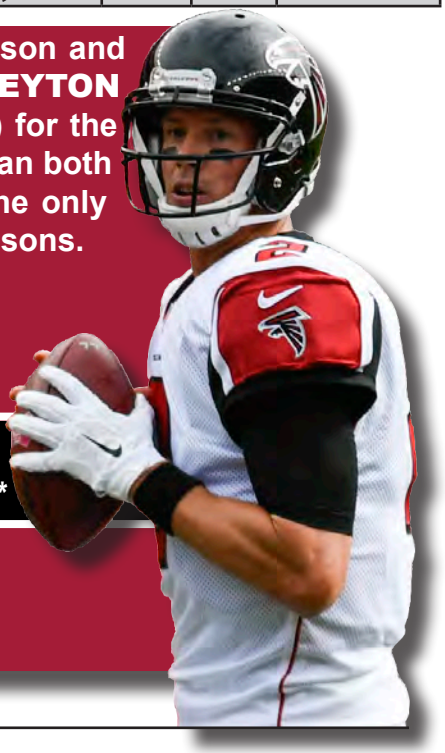


MANNING

6 Seasons
2011-2016*



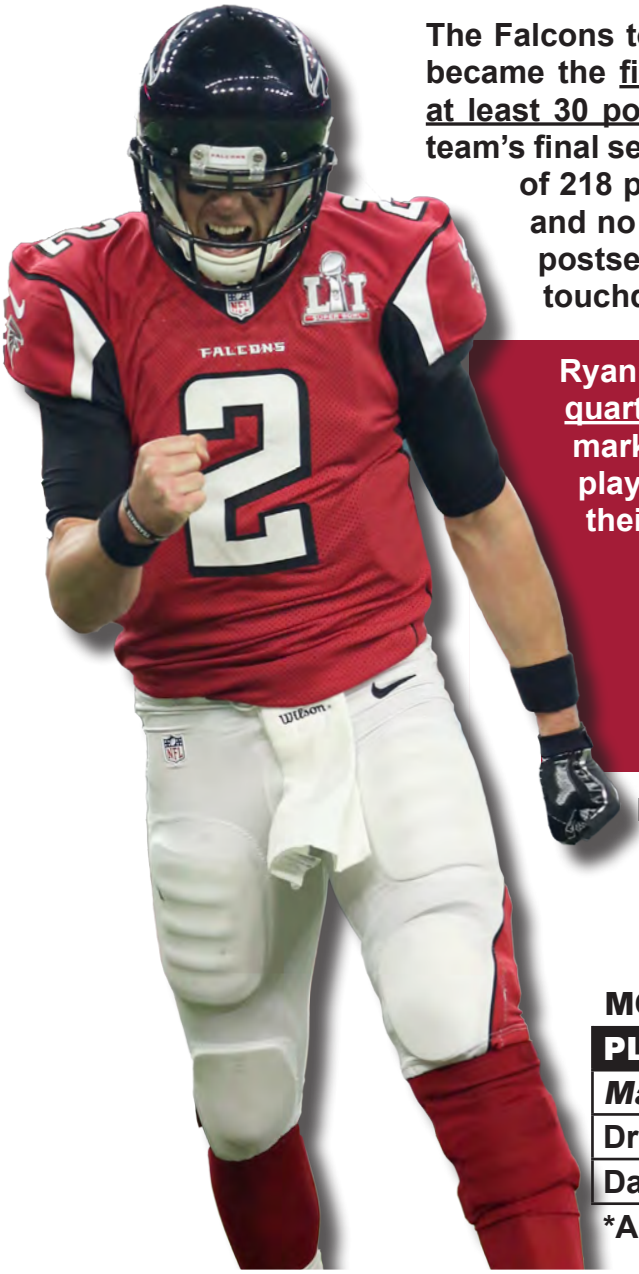
STAFFORD



6 Seasons
2011-2016*

**Active Streak*

THE PLAYERS



The Falcons topped the NFL with 540 points scored and, led by Ryan, became the first team ever to advance to the Super Bowl by scoring at least 30 points in each of the club's previous six games. Over the team's final seven games, including Super Bowl LI, Ryan completed 159 of 218 passes (72.9 percent) for 2,145 yards with 20 touchdowns and no interceptions for a 134.4 passer rating. In Atlanta's three postseason games, Ryan posted a 135.3 passer rating with nine touchdowns and no interceptions.

Ryan's 3,288 career completions are the most ever by a quarterback in his first nine seasons, besting the previous mark held by Manning (3,131). Ryan and Manning are the only players in NFL history to complete at least 3,000 passes in their first nine seasons.

3,000+ COMPLETIONS IN 1ST 9 SEASONS

PLAYER	TEAM	YEARS	COMP.
Matt Ryan	***Atlanta***	***2008-16***	***3,288***
Peyton Manning	Indianapolis	1998-2006	3,131

Ryan has passed for at least 200 yards in 55 consecutive games, the longest streak in NFL history. The last time Ryan failed to reach 200 passing yards in a game was Week 10, 2013 (November 10 vs. Seattle).

MOST CONSECUTIVE GAMES WITH 200+ PASS YARDS

PLAYER	TEAM	CONSECUTIVE GAMES
Matt Ryan	***Atlanta***	***55****
Drew Brees	New Orleans	51*
Dan Fouts	San Diego	45

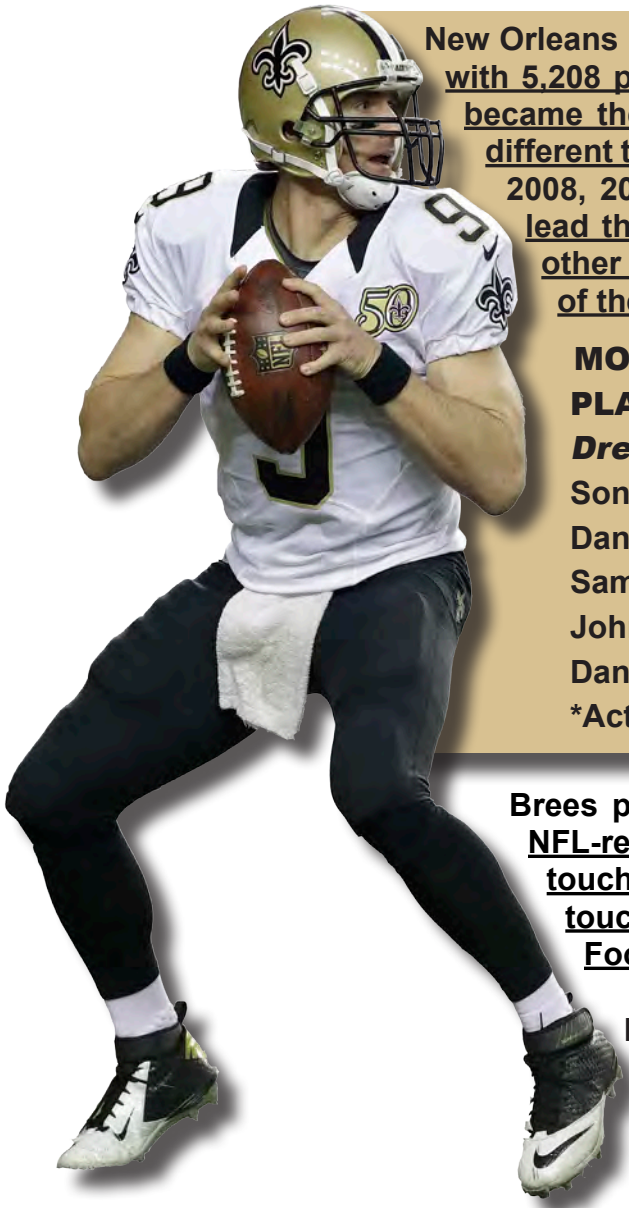
*Active streak

"I'm just proud of the way Matt bounced back. People doubted him. He won MVP and led us to the Super Bowl. To see him keep the confidence and stay positive, that's what I really admire about him. I'm all in with Matt."

-Falcons LB VIC BEASLEY, JR.

THE PLAYERS

DREW BREES: COOL BREES



New Orleans Pro Bowl quarterback **DREW BREES** led the NFL in 2016 with 5,208 passing yards – the fourth-best mark in NFL history –and became the first player to lead the league in passing yards seven different times. Brees, who has led the NFL in passing yards in 2006, 2008, 2011-12 and 2014-16, is one of only six players all-time to lead the league in passing yards in at least four seasons – the other five quarterbacks to accomplish the feat are all members of the Pro Football Hall of Fame.

MOST SEASONS LEADING LEAGUE IN PASSING YARDS

PLAYER	TEAM(S)	SEASONS
Drew Brees	***New Orleans***	***7****
Sonny Jurgensen	Philadelphia, Washington	5
Dan Marino	Miami	5
Sammy Baugh	Washington	4
Johnny Unitas	Baltimore	4
Dan Fouts	San Diego	4

*Active

Brees passed for 37 touchdowns last season and extended his NFL-record streak to nine consecutive seasons with at least 30 touchdown passes. He has nine career seasons with at least 30 touchdown passes, tied for the most in NFL history with Pro Football Hall of Famer **BRETT FAVRE** and Manning.

Brees has 53,763 passing yards in his 11 seasons with the Saints and is one of only six quarterbacks in NFL history to pass for at least 50,000 yards with a team.

WHAT TO LOOK FOR

Entering 2017, Brees has 66,111 career passing yards, the third-most in NFL history. With 3,889 passing yards in 2017, Brees would become the third quarterback in NFL history to reach 70,000 career passing yards, joining **PEYTON MANNING** and **BRETT FAVRE**.



71,940
(1998-2015)
MANNING



71,838
(1991-2010)
FAVRE



66,111
(2001-2016)
BREES

THE PLAYERS

Brees had 10 games with at least 300 passing yards last season and has 106 such games in his career, the most in NFL history. He had two games with at least 400 passing yards in 2016 and surpassed **PEYTON MANNING** (14) for the most career 400-yard passing games in league history with 15.

MOST GAMES WITH 300+ PASSING YARDS

PLAYER	TEAM(S)	GAMES
Drew Brees	***San Diego, New Orleans***	***106****
Peyton Manning	Indianapolis, Denver	93
Tom Brady	New England	76*

*Active

MOST GAMES WITH 400+ PASSING YARDS

PLAYER	TEAM(S)	GAMES
Drew Brees	***New Orleans***	***15****
Peyton Manning	Indianapolis, Denver	14
Dan Marino	Miami	13

*Active



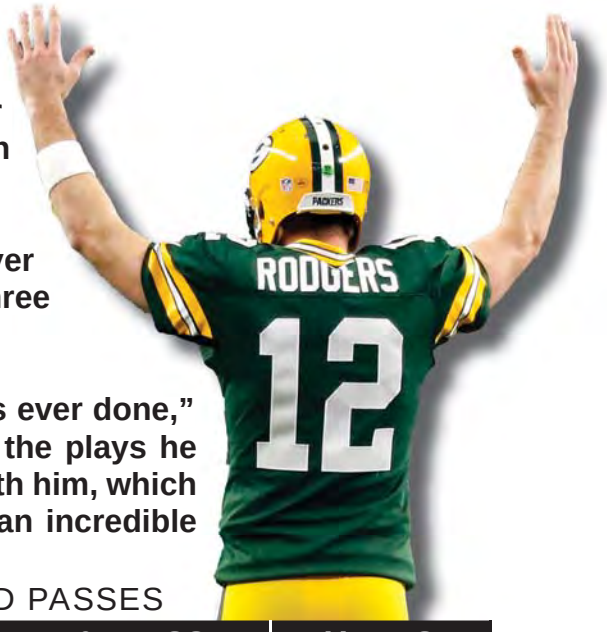
There have been nine individual 5,000-yard passing seasons in NFL history and Brees owns five of them, including three consecutive such seasons (2011-13). In fact, Brees is the only player in league history with multiple 5,000-yard passing seasons.

5,000+ PASSING YARDS IN SINGLE SEASON

QUARTERBACK	TEAM	YEAR	PASSING YARDS
Peyton Manning	Denver	2013	5,477
Drew Brees	***New Orleans***	***2011***	***5,476***
Tom Brady	New England	2011	5,235
Drew Brees	***New Orleans***	***2016***	***5,208***
Drew Brees	***New Orleans***	***2012***	***5,177***
Drew Brees	***New Orleans***	***2013***	***5,162***
Dan Marino	Miami	1984	5,084
Drew Brees	***New Orleans***	***2008***	***5,069***
Matthew Stafford	Detroit	2011	5,038

AARON RODGERS: MR. RODGERS' NEIGHBORHOOD

Green Bay Pro Bowl quarterback AARON RODGERS **led the NFL with 40 touchdown passes last year. Rodgers, who threw 45 touchdown passes in 2011, is one of only four players in NFL history with at least 40 touchdown passes in multiple seasons.**



Entering 2017, Rodgers will attempt to become the first player in NFL history to throw at least 40 touchdown passes in three different seasons.

"Aaron Rodgers does things that no one in the league has ever done," says New England quarterback TOM BRADY**. "Some of the plays he makes are just phenomenal. Everything looks effortless with him, which is the amazing part. He makes hard look easy. He's just an incredible player."**

MOST SEASONS WITH 40+ TD PASSES

PLAYER	TEAM(S)	SEASONS WITH 40+ PASS TD	YEARS
Dan Marino	Miami	2	1984, 1986
Drew Brees	New Orleans	2	2011, 2012
Peyton Manning	Indianapolis, Denver	2	2004, 2013
Aaron Rodgers	*Green Bay*	*2*	*2011, 2016*



Last season, Rodgers completed 401 of 610 attempts (65.7 percent) for 4,428 yards with 40 touchdowns and seven interceptions for a 104.2 passer rating. In his career, Rodgers has a 104.1 passer rating and is the only player in NFL history to have a career passer rating above 100 (minimum 1,500 attempts).

The players with the highest career passer rating (min. 1,500 att.):

PLAYER	TEAM(S)	SEASONS	RATING
Aaron Rodgers	*Green Bay*	*2005-2016*	*104.1**
Russell Wilson	Seattle	2012-2016	99.6*
Tom Brady	New England	2000-2016	97.2*
Tony Romo	Dallas	2004-2016	97.1
Steve Young	Tampa Bay, San Francisco	1985-1999	96.8

*Active



DEREK CARR: FULL SPEED AHEAD

Oakland Pro Bowl quarterback DEREK CARR **passed for 3,937 yards with 28 touchdowns and six interceptions for a 96.7 passer rating in 2016, leading the Raiders to a 12-4 record and the team's first playoff berth since 2002.**

"From my conversations with him as a rookie to now, he's a guy that gets it," says Los Angeles Chargers quarterback PHILIP RIVERS**. "He's a guy that respects the game, respects the history of it and didn't come into the league as a guy that felt like he knows it all. As a veteran, you can appreciate that in a young guy."**

A second-round draft choice by Oakland in 2014, Carr has 81 career touchdown passes and is one of five players in NFL history with at least 80 touchdown passes in his first three seasons. He is the only player in league history with at least 80 touchdown passes and fewer than 35 interceptions in his first three seasons.

QUARTERBACKS WITH AT LEAST 80 TD PASSES IN 1ST 3 SEASONS

PLAYER	SEASONS	TEAM	TOUCHDOWN PASSES	INTERCEPTIONS
Dan Marino	1983-85	Miami	98	44
Andrew Luck	2012-14	Indianapolis	86	43
Peyton Manning	1998-2000	Indianapolis	85	58
Derek Carr	*2014-16*	*Oakland*	*81*	*31*
Andy Dalton	2011-13	Cincinnati	80	49

Carr has passed for at least 3,000 yards and 20 touchdowns in each of his first three seasons and can join PEYTON MANNING **and** RUSSELL WILSON **as the only quarterbacks with at least 3,000 passing yards and 20 touchdown passes in each of their first four seasons in the NFL.**



WHAT TO LOOK FOR

With 19 touchdown passes in 2017, Carr would become the sixth quarterback in league history to record at least 100 touchdown passes in his first four seasons.

The quarterbacks with 100+ touchdown passes in their 1st 4 seasons:

PLAYER	SEASONS	TEAM	TD PASSES
Dan Marino	1983-86	Miami	142
Peyton Manning	1998-2000	Indianapolis	111
Russell Wilson	2012-15	Seattle	106
Carson Palmer	2004-07	Cincinnati	104
Andrew Luck	2012-15	Indianapolis	101
Derek Carr	*2014-16*	*Oakland*	*81**

***Entering fourth season**

THE PLAYERS

JAMEIS WINSTON: FAMOUS JAMEIS

Tampa Bay quarterback JAMEIS WINSTON **passed for a career-high 4,090 yards last year and became the first player in NFL history with at least 4,000 passing yards in each of his first two seasons (4,042 yards in 2015). Winston (8,132) and** ANDREW LUCK **(8,196) are the only quarterbacks to record at least 8,000 passing yards in their first two NFL seasons.**



Winston aims to extend his NFL-record streak of consecutive 4,000-yard passing seasons to begin a career and can join Luck (12,957) and PEYTON MANNING **(12,287) as the only players to pass for at least 12,000 yards in their first three NFL seasons.**

12,000+ PASS YARDS IN 1ST 3 NFL SEASONS

PLAYER (SEASONS)	TEAM	PASS YARDS
Andrew Luck (2012-14)	**Indianapolis**	**12,957**
Peyton Manning (1998-2000)	**Indianapolis**	**12,287**
Jameis Winston (2015-16)	*Tampa Bay*	*8,132**

***Entering third season**

Winston threw a career-best 28 touchdown passes last year and became just the fifth quarterback to pass for at least 50 touchdowns in his first two NFL seasons.

50+ TD PASSES IN 1ST 2 NFL SEASONS

PLAYER (SEASONS)	TEAM	PASS TDS
Dan Marino (1983-84)	**Miami**	**68**
Derek Carr (2014-15)	**Oakland**	**53**
Peyton Manning (1998-99)	**Indianapolis**	**52**
Russell Wilson (2012-13)	**Seattle**	**52**
Jameis Winston (2015-16)	*Tampa Bay*	*50*

WHAT TO LOOK FOR

Entering 2017, Winston (50 touchdown passes through his first two seasons) will aim to join Pro Football Hall of Famer DAN MARINO **(98), Luck (86) and Manning (85) as the only players in NFL history to pass for at least 85 touchdowns in his first three seasons.**



98 TDs (1983-85)

MARINO



86 TDs (2012-14)

LUCK



85 TDs (1998-2000)

MANNING

DAK & ZEKE: COWBOYS ROOKIES MAKE THEIR MARK



The Dallas Cowboys won an NFC-best 13 games last season and claimed the NFC East – going from "worst-to-first" in the division after a 4-12 record in 2015 – led by two rookies: quarterback DAK PRESCOTT **and running back** EZEKIEL ELLIOTT**.**

The Cowboys are the only team in NFL history to have a rookie pass for 20 touchdowns (Prescott, 23) and a rookie rush for 15 touchdowns (Elliott, 15) in the same season. Dallas is also the only club in league annals to have a rookie pass for at least 3,500 yards (Prescott, 3,667) and a rookie rush for at least 1,500 yards (Elliott, 1,631) in the same season.

Both Prescott and Elliott were named to the Pro Bowl, marking the first time in franchise history two rookies were selected to the All Star game in the same season.

Prescott tied the NFL rookie record with 13 wins (BEN ROETHLISBERGER**, 2004) and posted a 104.9 passer rating, the highest single-season rating by a rookie quarterback in league history. Prescott had 11 games with a 100+ passer rating, the most ever by a rookie.**

HIGHEST PASSER RATING BY ROOKIE, SINGLE SEASON

PLAYER	SEASON	TEAM	ATT	COMP	PCT	YDS	TD	INT	RATING
Dak Prescott	*2016*	*DAL*	*459*	*311*	*67.8*	*3,667*	*23*	*4*	*104.9*
Robert Griffin III	**2012**	**WAS**	**393**	**258**	**65.7**	**3,200**	**20**	**5**	**102.4**
Russell Wilson	**2012**	**SEA**	**393**	**252**	**64.1**	**3,118**	**26**	**10**	**100**
Ben Roethlisberger	**2004**	**PIT**	**295**	**196**	**66.4**	**2,621**	**17**	**11**	**98.1**
Dan Marino	**1983**	**MIA**	**296**	**173**	**58.5**	**2,210**	**20**	**6**	**96**

Prescott began his career with 176 pass attempts without an interception, surpassing TOM BRADY **(162) for the longest streak to begin a career in NFL history. Prescott finished the season with four interceptions in 459 attempts and his 0.9 interception percentage is the best ever by a rookie quarterback. He completed 311 of 459 attempts for a 67.8 completion percentage, passing Roethlisberger (66.4) for the highest single-season completion percentage by a rookie in NFL history.**

In Weeks 9-13 (November 6 to December 1), Prescott had a streak of five consecutive games with at least one touchdown pass and no interceptions, the only rookie in NFL history to accomplish the feat.

"Obviously, I couldn't have done this without Zeke," said Prescott when he was named the NFL's Offensive Rookie of the Year. "The defense honed in on him which made my job easier. He deserves this award just as much as I do, from his yards, his catches, the way he handled things in the backfield. It was always together as a team. Without Zeke, I don't win this."

THE PLAYERS

Elliott led the NFL with 1,631 rushing yards and became the fifth rookie since the 1970 merger – and first since EDGERRIN JAMES **in 1999 – to lead the league in rushing. Elliott's 1,631 rushing yards are the third-most in a single season by a rookie, trailing only Pro Football Hall of Famer** ERIC DICKERSON **(1,808) and** GEORGE ROGERS **(1,674).**

MOST SINGLE-SEASON RUSHING YARDS BY ROOKIE

PLAYER	TEAM	YEAR	RUSH YARDS
Eric Dickerson	**Los Angeles Rams**	**1983**	**1,808**
George Rogers	**New Orleans**	**1981**	**1,674**
Ezekiel Elliott	*Dallas*	*2016*	*1,631*



Elliott had five games with at least 130 rushing yards, tying Dickerson (1983) and MIKE ANDERSON **(2000) for the most by a rookie in a single season. In Weeks 3-6 (September 25 to October 16), Elliott had a streak of four consecutive games with at least 130 rushing yards and is the only rookie in NFL history to accomplish the feat.**

Elliott had a 60-yard touchdown run in Week 5 (October 9 vs. Cincinnati) and an 83-yard touchdown reception in Week 10 (November 13 at Pittsburgh). He became the first rookie running back to have a 60+ yard touchdown run and an 80+ yard touchdown catch in a season since Pro Football Hall of Famer GALE SAYERS **in 1965.**

Elliott finished his rookie season with 1,994 scrimmage yards, the third-highest total by a rookie in a season in NFL history. Only Dickerson (2,212 in 1983) and James (2,139 in 1999) had more.

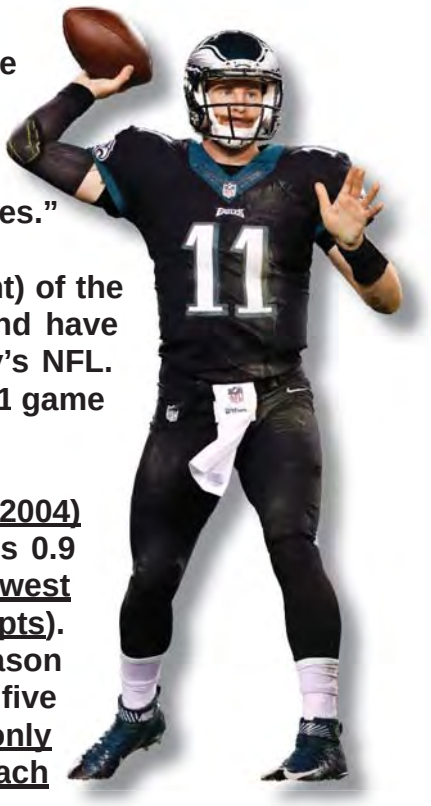
MOST SINGLE-SEASON SCRIMMAGE YARDS BY ROOKIE

PLAYER	TEAM	YEAR	RUSH YARDS	REC. YARDS	SCRIMMAGE YARDS
Eric Dickerson	**LA Rams**	**1983**	**1,808**	**404**	**2,212**
Edgerrin James	**Indianapolis**	**1999**	**1,553**	**586**	**2,139**
Ezekiel Elliott	*Dallas*	*2016*	*1,631*	*363*	*1,994*



YOUNG QUARTERBACKS ON THE RISE

Young quarterbacks around the NFL are establishing themselves as stars.

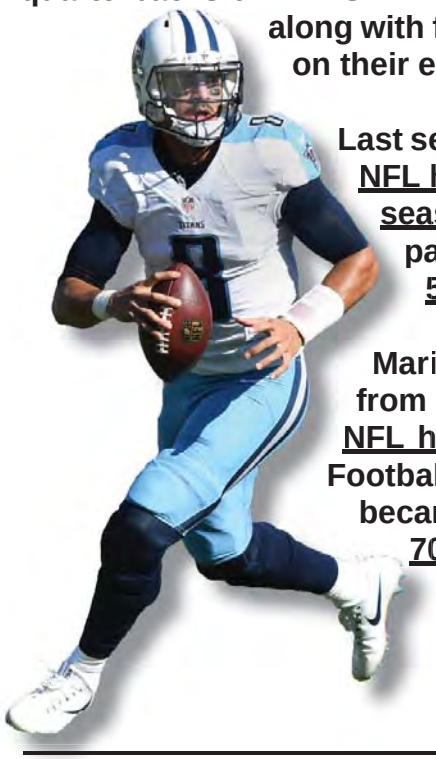


"One of the most astounding statistics that I've seen in football in the last 25 years is the amount of young quarterbacks that are playing early and playing well," says ESPN NFL analyst and former NFL head coach JON GRUDEN**. "They are coming into the league much more accomplished in terms of throwing the football and recognizing defenses."**

DAK PRESCOTT **of the Dallas Cowboys and** CARSON WENTZ **(right) of the Philadelphia Eagles each started all 16 games as rookies in 2016, and have proven that young quarterbacks can play early and succeed in today's NFL. The league has now had at least one rookie quarterback start in a Week 1 game in nine consecutive seasons, the longest streak since at least 1950.**

Prescott had 13 wins as a starter, tied with BEN ROETHLISBERGER **(2004) for the most wins by a rookie starting quarterback in NFL history. His 0.9 interception percentage (23 touchdowns, four interceptions) is the lowest by a rookie quarterback in NFL history (minimum 200 passing attempts). Wentz – who was the first Eagles rookie to start at quarterback in a season opener since** DAVEY O'BRIEN **in 1939 – passed for 769 yards with five touchdowns and no interceptions through Week 3 and became the only rookie in NFL history with a touchdown pass and no interceptions in each of his first three games to start a season.**

Prescott and Wentz are two of the many young quarterbacks taking the NFL by storm. Third-year quarterbacks JAMEIS WINSTON **of Tampa Bay and** MARCUS MARIOTA **(left) of Tennessee, along with fourth-year quarterback** DEREK CARR **of Oakland, all hope to build on their experience entering 2017.**



Last season, Winston passed for 4,090 yards and became the first player in NFL history to record at least 4,000 passing yards in each of his first two seasons (4,042 yards as a rookie in 2015). He has 50 career touchdown passes and became the fifth player in league history to throw at least 50 touchdown passes in his first two seasons.

Mariota threw multiple touchdown passes in eight consecutive games from Weeks 5-12 in 2016, the second-longest single-season streak in NFL history by a quarterback in his first two seasons, trailing only Pro Football Hall of Famer DAN MARINO**'s streak of 10 games in 1984. He also became the first quarterback in NFL history to have three games with a 70.0+ completion percentage, at least four touchdown passes and no interceptions in his first two seasons.**

THE PLAYERS

A few of the rising stars at quarterback who were drafted since 2014:

QUARTERBACK, TEAM	QUOTABLE
Derek Carr, Oakland	"I feel like we have a really good young quarterback in Derek Carr. Bottom line is that Derek's a good young player. He exhibits a lot of leadership. He's got tremendous arm talent; he can make all the throws. The great thing about Derek is he's a real hard worker. He understands the importance of working hard and putting in the time and really understanding his prep." – Raiders head coach Jack Del Rio
Marcus Mariota, Tennessee	"I think he can be a great, front-line Pro Bowl quarterback in the league. I don't have any doubts about that if he can stay healthy and they can add a few pieces to their receiving corps. He just has all the intangibles and all the qualities I am looking for personally." – ESPN NFL analyst and former NFL head coach Jon Gruden
Dak Prescott, Dallas	"I'm absolutely amazed with him. There is nothing I don't like about him. He was regarded as a project coming out of Mississippi State as a fourth rounder. He walked into that room and I never felt the presence of a young quarterback like I did with him. I said this was the most impressive young player I've ever been around at the position." – FOX NFL analyst and Pro Football Hall of Fame quarterback Troy Aikman
Carson Wentz, Philadelphia	"We went on the road a year ago and worked out all the quarterbacks, just felt coming away – gut feeling – that Carson was going to be a special player, wherever he ended up. He's always wanting to get better, he's always wanting to learn, and those types of guys sometimes are hard to find. So I'm very confident and very comfortable that he's going to be one of those special guys in this league for a long time." – Eagles head coach Doug Pederson
Jameis Winston, Tampa Bay	"That's just who he is. I mean, it jumps out at you. He's a special guy. He sets the tone. I mean, we have a lot of good football players on this team, but from a leadership standpoint, Jameis sets the tone. He's the leader of our football team." – Buccaneers head coach Dirk Koetter

THE PLAYERS

DAVID JOHNSON: DJ DOES IT ALL

Arizona running back DAVID JOHNSON **led the NFL and set franchise records with 2,118 scrimmage yards and 20 touchdowns last season, earning his first career Pro Bowl berth. He became the first player to register at least 2,000 scrimmage yards and 20 touchdowns in a single season since Pro Football Hall of Fame running back** LA DAINIAN TOMLINSON **in 2006.**

Johnson had 1,239 rushing yards and 879 receiving yards, becoming only the fourth different player in league history to have at least 1,200 rushing yards and 800 receiving yards in a single season.

PLAYER (SEASON)	TEAM	RUSH YDS	REC YDS
Marshall Faulk (1999)	**St. Louis**	**1,381**	**1,048**
Steven Jackson (2006)	**St. Louis**	**1,528**	**806**
Marshall Faulk (1998)	**Indianapolis**	**1,319**	**908**
Le'Veon Bell (2014)	**Pittsburgh**	**1,361**	**854**
Marshall Faulk (2000)	**St. Louis**	**1,359**	**830**
David Johnson (2016)	*Arizona*	*1,239*	*879*



In 2016, Johnson joined Pro Football Hall of Fame running back BARRY SANDERS **(1997) as the only players to have at least 100 scrimmage yards in 15 consecutive games in a single season.**



In his first two seasons, Johnson has scored 33 touchdowns (24 rushing, eight receiving, one kickoff return). Only three players – EDGERRIN JAMES **(35) and Pro Football Hall of Famers** ERIC DICKERSON **(34) and** GALE SAYERS **(34) – have scored more touchdowns in their first two NFL seasons.**

MOST TOTAL TOUCHDOWNS, 1ST 2 SEASONS

PLAYER (SEASONS)	TEAM	TOTAL TDS
Edgerrin James (1999-2000)	**Indianapolis**	**35**
Eric Dickerson (1983-84)	**Los Angeles Rams**	**34**
Gale Sayers (1965-66)	**Chicago**	**34**
David Johnson (2015-16)	*Arizona*	*33*
Earl Campbell (1978-79)	**Houston**	**32**
Curtis Martin (1995-96)	**New England**	**32**

Johnson and Sayers are the only players in NFL history to register at least 20 rushing touchdowns, five receiving touchdowns and a kickoff-return touchdown in a player's first two seasons.

Johnson has scored multiple touchdowns in 11 career games, tying Dickerson and James for the most in a player's first two seasons.



"I think he's the best player in the NFL, point-blank."

-Cardinals QB Carson Palmer

LARRY FITZGERALD: LARRY LEGEND

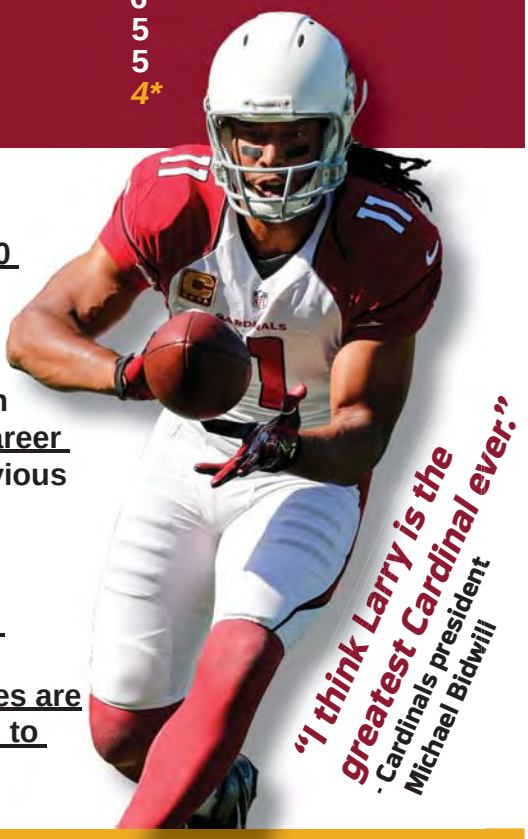
Arizona wide receiver LARRY FITZGERALD led the NFL with 107 catches last season and was named to his 10th Pro Bowl, joining Pro Football Hall of Famer JERRY RICE (13) as the only wide receivers in NFL history to be named to the Pro Bowl at least 10 times.

At 33 years, 123 days old, Fitzgerald became the oldest player to lead the league in receptions since Rice (34 years, 71 days) in 1996. Fitzgerald owns the top three single-season reception totals in franchise history and has four career 100-catch seasons, tied for the fourth-most in NFL history.

MOST SEASONS WITH 100+ CATCHES

PLAYER	YEARS	SEASONS WITH 100+ CATCHES
Brandon Marshall	2007-09, 2012-13, 2015	6*
Andre Johnson	2006, 2008-09, 2012-13	5
Wes Welker	2007-09, 2011-12	5
Larry Fitzgerald	*2005, 2007, 2015-16*	*4**

*Active



Last year marked the second time in his career that Fitzgerald led the league in receptions (103 catches in 2005). He is the first player in NFL history to lead the NFL in catches at least 10 years apart. Prior to Fitzgerald, the longest such span was six years by Rice (1990 and 1996).

In Week 15 against New Orleans, Fitzgerald played in his 200th career game. He had more receptions (1,116) in his first 200 career games than any other player in NFL history. Rice held the previous mark with 1,115 catches in his first 200 games.

Fitzgerald has 1,125 career receptions, the third-most in NFL history. He has 14,389 career receiving yards – the ninth-most ever – and needs 904 yards to move into third-place on the league's all-time list. Fitzgerald's 104 career touchdown catches are the eight-most in NFL history and he is one of only six players to record at least 100 touchdown receptions with a single team.

"I think Larry is the greatest Cardinal ever."
Cardinals president Michael Bidwill

WHAT TO LOOK FOR

Entering 2017, Fitzgerald has a catch in 195 consecutive regular-season games, the third-longest streak in NFL history. If he records a catch in all 16 games this season, he will tie TONY GONZALEZ (211) for the second-longest streak all-time.

MOST CONSECUTIVE GAMES WITH A CATCH



274 games
(1985-2004)
RICE



211 games
(2000-13)
GONZALEZ



195 games*
(2004-present)
FITZGERALD

* Active streak

THE PLAYERS

ANTONIO BROWN: BROWN ON THE MOVE

Pittsburgh wide receiver ANTONIO BROWN **ranked second in the NFL with 106 catches in 2016, marking his fourth consecutive season with at least 100 receptions, tying Pro Football Hall of Famer** MARVIN HARRISON **(1999-2002) for the most consecutive 100-catch seasons in NFL history.**



MOST CONSECUTIVE SEASONS WITH 100+ CATCHES

PLAYER	SEASONS	TEAM	CONSEC. SEASONS
Antonio Brown	*2013-2016*	*Pittsburgh*	*4**
Marvin Harrison	1999-2002	Indianapolis	4
Brandon Marshall	2007-2009	Denver	3
Wes Welker	2007-2009	New England	3
Herman Moore	1995-1997	Detroit	3
Jerry Rice	1994-1996	San Francisco	3

***Active streak**

Brown, a five-time Pro Bowl selection, finished the 2016 season with 106 receptions for 1,284 yards and 12 touchdowns and became the sixth player in NFL history to record at least 90 receptions, 1,100 receiving yards and 10 touchdown catches in three consecutive seasons.

Since 2013, Brown has totaled 481 catches, the most receptions by a player over any four-year span in NFL history, surpassing Harrison (469 catches from 1999-2002).

MOST RECEPTIONS OVER ANY 4-YEAR SPAN IN NFL HISTORY

PLAYER (SEASONS)	TEAM	RECEPTIONS
Antonio Brown (2013-2016)	*Pittsburgh*	*481*
Marvin Harrison (1999-2002)	Indianapolis	469
Wes Welker (2009-2012)	New England	449

"He's one of the best in the business, and the plays that he makes and has made over his career are so special. We wouldn't be in the places we are without him."

-Steelers QB Ben Roethlisberger

WHAT TO LOOK FOR



Entering 2017, Brown needs 83 catches to pass Harrison (563 from 1999-2003) for the most receptions over any five-year span in NFL history.

481 catches over four-year span from 2013-2016

563 catches over five-year span from 1999-2003



THE PLAYERS

ODELL BECKHAM, JR.: CATCH IT LIKE BECKHAM

New York Giants wide receiver ODELL BECKHAM, JR. **recorded a career-high 101 catches for 1,367 yards and 10 touchdowns last season, earning his third consecutive Pro Bowl berth.**

Beckham is the only player in NFL history to record at least 80 catches and 1,000 receiving yards in each of his first three seasons and joined JOHN JEFFERSON **(1978-1980) and** RANDY MOSS **(1998-2000) as the only players to have at least 1,000 receiving yards and 10 touchdown catches in each of their first three NFL seasons. Beckham will attempt to join Moss (1998-2001) as the only players to accomplish the feat in each of their first four seasons.**

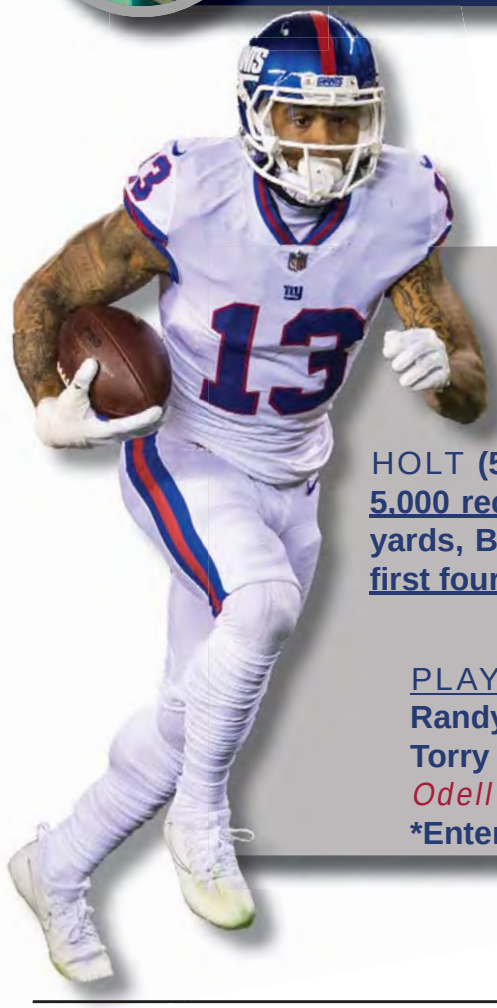


Beckham's 288 career receptions are tied with Miami's JARVIS LANDRY **– who played with Beckham in college at LSU – for the most ever by a player in his first three seasons.**

RECEPTIONS IN 1ST 3 SEASONS

PLAYER (YEARS)	TEAM	RECEPTIONS
Odell Beckham, Jr. (2014-16)	*NYG*	*288*
Jarvis Landry (2014-16)	MIA	288
A.J. Green (2011-13)	CIN	260
Anquan Boldin (2003-05)	AZ	259
DeAndre Hopkins (2013-15)	HOU	239





"Odell Beckham was born to be a wide receiver. He is a special player and he really wants to be great."

-Pro Football Hall of Fame WR Cris Carter

WHAT TO LOOK FOR

Beckham needs just 55 catches to pass ANQUAN BOLDIN **(342) for the most receptions ever by a player in his first four NFL seasons.**

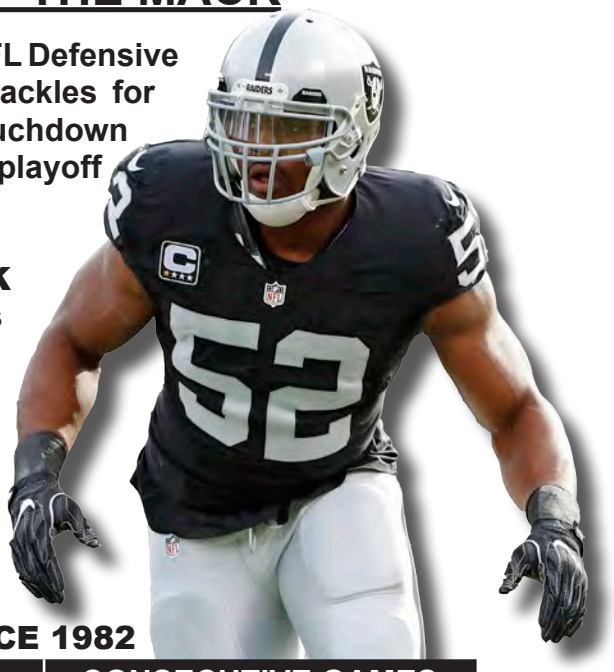
Beckham needs 878 yards to join Moss (5,396) and TORRY HOLT **(5,088) as the only players in league history to register at least 5,000 receiving yards in their first four seasons. With 1,275 receiving yards, Beckham will pass Moss for the most yards by a player in his first four NFL seasons.**

5,000+ RECEIVING YARDS IN 1ST 4 SEASONS

PLAYER (YEARS)	TEAM	RECEIVING YARDS
Randy Moss (1998-2001)	Minnesota	5,396
Torry Holt (1999-2002)	St. Louis	5,088
Odell Beckham, Jr. (2014-16)	*New York Giants*	*4,122**

*Entering fourth season

KHALIL MACK: RETURN OF THE MACK



Oakland Pro Bowl defensive end **KHALIL MACK** earned NFL Defensive Player of the Year honors after recording 11 sacks, 14 tackles for loss, five forced fumbles and an interception-return touchdown while helping the Raiders to a 12-4 record and their first playoff appearance since 2002.

"His motor is unbelievable," says Raiders head coach **JACK DEL RIO** of Mack. "The effort he gives every single play is second to none."

From Weeks 6 through Week 14, Mack recorded at least one sack in eight consecutive games, tying for the sixth-longest streak in the NFL since the sack became an official statistic in 1982.

MOST CONSECUTIVE GAMES WITH A SACK SINCE 1982

PLAYER	SEASON(S)	TEAM(S)	CONSECUTIVE GAMES
DeMarcus Ware	2007-2008	Dallas	10
Simon Fletcher	1992-1993	Denver	10
Dwight Freeney	2008-2009	Indianapolis	9
Kevin Greene	1997-1998	San Francisco, Carolina	9
Bruce Smith	1986-1987	Buffalo	9
Khalil Mack	***2016***	***Oakland***	***8***
Several tied	--	--	8



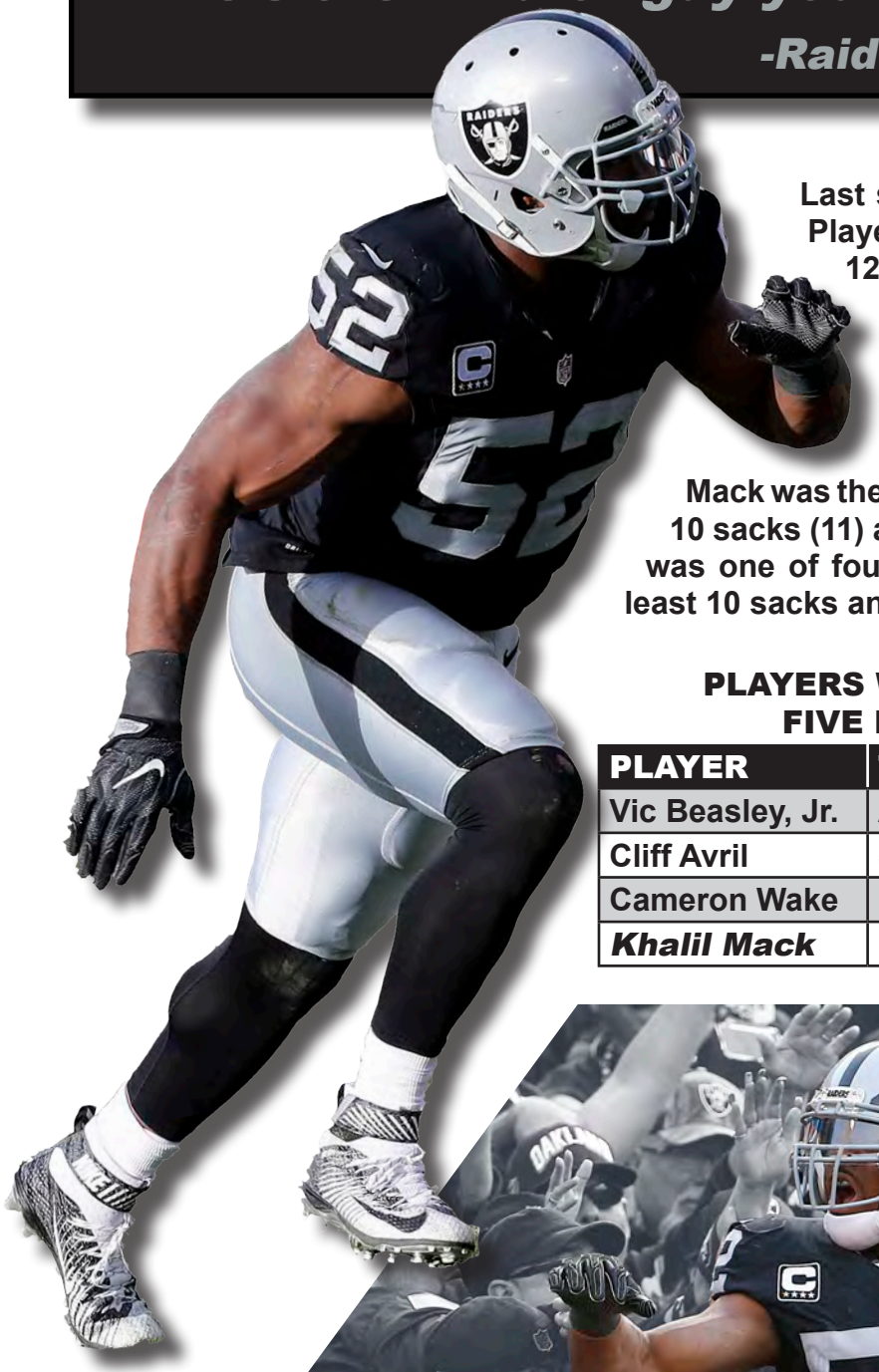
The fifth overall selection in the 2014 Draft, Mack has excelled at putting pressure on opposing quarterbacks, leading the NFL with 26 sacks since 2015.

PLAYERS WITH MOST SACKS SINCE 2015

PLAYER	TEAM(S)	SACKS
Khalil Mack	***Oakland***	***26***
Von Miller	Denver	24.5
Chandler Jones	New England, Arizona	23.5
Carlos Dunlap	Cincinnati	21.5
Cliff Avril	Seattle	20.5
Ryan Kerrigan	Washington	20.5

THE PLAYERS

> *"He's just a freak. He can play the run. He can rush. He can do all types of stuff. He's the kind of guy you want to play with."*
>
> *-Raiders linebacker Bruce Irvin*



Last season, Mack earned two AFC Defensive Player of the Week Awards (Week 9 and Week 12) and was named the AFC Defensive Player of the Month in November after recording four sacks, two tackles for loss, two forced fumbles and an interception-return touchdown.

Mack was the only player in the NFL in 2016 with at least 10 sacks (11) and an interception-return touchdown. He was one of four players in the NFL last season with at least 10 sacks and five forced fumbles.

PLAYERS WITH AT LEAST 10 SACKS AND FIVE FORCED FUMBLES IN 2016

PLAYER	TEAM	SACKS	FORCED FUMBLES
Vic Beasley, Jr.	Atlanta	15.5	6
Cliff Avril	Seattle	11.5	5
Cameron Wake	Miami	11.5	5
Khalil Mack	***Oakland***	***11***	***5***



THE PLAYERS

CLUTCH PERFORMERS

The 2016 season featured many exciting games that came down to the wire. Some of the most iconic moments in NFL history have taken place with the game on the line.

Green Bay quarterback AARON RODGERS **embraces the opportunity to perform under pressure. Last season, Rodgers registered an NFL-best 114.4 passer rating in the fourth quarter, throwing for 1,118 yards with 12 touchdowns and two interceptions.**

"He's an incredible player and an incredible talent," says Packers head coach MIKE MC CARTHY **(right, with Rodgers) about Rodgers. "And to do it when it's all on the line like that, that's what great players do."**



QUARTERBACKS WITH HIGHEST 4TH-QUARTER PASSER RATING IN 2016								
PLAYER	TEAM	4TH QUARTER RATING	COMP	ATT	PCT	YARDS	TD	INT
Aaron Rodgers	Green Bay	114.4	88	135	65.2	1,118	12	2
Ben Roethlisberger	Pittsburgh	113.9	96	138	69.6	1,182	10	2
Tom Brady	New England	113.1	56	84	66.7	799	4	0
Derek Carr	Oakland	109.2	78	130	60.0	1,083	10	1
Andrew Luck	Indianapolis	107.4	102	159	64.2	1,300	11	2



Steelers QB
Ben Roethlisberger



Colts QB
Andrew Luck

ROOKIES EXCEL

The 2016 season continued a strong NFL trend of standout rookie play, with many young contributors on offense, defense and special teams.

Dallas quarterback DAK PRESCOTT **recorded a 104.9 passer rating in 2016, the highest single-season passer rating by a rookie in NFL history, earning the league's Offensive Rookie of the Year Award. Prescott helped guide the Cowboys to a 13-3 record and the No. 1 seed in the NFC, tying** BEN ROETHLISBERGER **(13 in 2004) for the most wins by a rookie starting quarterback in NFL history.**

Prescott was joined in the Dallas backfield by running back EZEKIEL ELLIOTT**, who led the NFL with 1,631 rushing yards in 2016, the third-highest single-season total by a rookie in NFL history trailing only Pro Football Hall of Famer** ERIC DICKERSON **(1,808 in 1983) and** GEORGE ROGERS **(1,674 in 1981).**

Dallas became the only team in NFL history to have a rookie pass for 20 touchdowns (Prescott, 23) and a rookie rush for 15 touchdowns (Elliott, 15) in the same season.

Philadelphia quarterback CARSON WENTZ **set the NFL record for most completions by a rookie (379), surpassing** SAM BRADFORD **(354 in 2010). Chicago's** JORDAN HOWARD **(left) ranked second in the NFL with 1,313 rushing yards and joined Elliott as the first pair of rookies to finish first and second in the league in rushing yards since** PAUL ROBINSON **(1,023) and** ROBERT HOLMES **(866) of the AFL in 1968.**



On defense, Chargers defensive end JOEY BOSA **led all rookies with 10.5 sacks, the highest total by a rookie since** ALDON SMITH **(14) in 2011, despite appearing in only 12 games. Jacksonville defensive end** YANNICK NGAKOUE **made an impact on the Jaguars defensive line and was the only rookie in the NFL with at least eight sacks (eight) and four forced fumbles (four).**

Kansas City wide receiver and return specialist TYREEK HILL **joined Pro Football Hall of Famer** GALE SAYERS **as the only players with at least five receiving touchdowns (six), three rushing touchdowns (three), a punt-return touchdown (two) and a kick-return touchdown (one) in a single season.**

Hill was among four outstanding rookies to earn a Pro Bowl selection in 2016, along with Elliott, Howard and Prescott.

Additionally, six rookies started in Super Bowl LI, including four Falcons defenders (DE'VONDRE CAMPBELL, DEION JONES, KEANU NEAL **and** BRIAN POOLE**) and two members of the Patriots offense (**MALCOLM MITCHELL **and** JOE THUNEY**). The Falcons became the first team in NFL history to start four rookies on defense in a Super Bowl.**

THE PLAYERS

Below are just a few of the notable accomplishments by the NFL's 2016 rookie class:

Cowboys QB DAK PRESCOTT **(right) began his career with 176 consecutive pass attempts without an interception, surpassing** TOM BRADY **(162) for the most pass attempts without an interception to start a career.**
Eagles QB CARSON WENTZ **became the first rookie since 1970 to start and win his team's first three games to begin a season without throwing an interception.**
Cowboys RB EZEKIEL ELLIOTT **became the fifth rookie since 1970 to lead the NFL in rushing yards (1,631) and the first since** EDGERRIN JAMES **in 1999. He also had five games with at least 125 rushing yards, trailing only Pro Football Hall of Famer** ERIC DICKERSON **(seven in 1983) for the most ever by a rookie.**
Bears RB JORDAN HOWARD **had 1,313 rushing yards, the third-highest total by a rookie drafted in the fifth round or later, trailing only** ALFRED MORRIS **(1,613 yards in 2012) and** MIKE ANDERSON **(1,487 in 2000).**
Raiders RB JALEN RICHARD **had a 75-yard rushing touchdown on his first career carry in Week 1, becoming the fourth player in NFL history with a 75+ yard rushing touchdown in his NFL debut.**





Texans WR-PR WILL FULLER **had a five-yard touchdown catch and a 67-yard punt-return touchdown in Houston's Week 4 win over Tennessee, becoming the fourth rookie in the past 15 years to record both a touchdown catch and a punt-return touchdown in the same game.**
Chiefs WR-KR-PR TYREEK HILL **scored on a three-yard run, a three-yard reception and an 86-yard kickoff-return in Kansas City's Week 12 overtime win at Denver, becoming the first player since Pro Football Hall of Famer** GALE SAYERS **in 1965 to have a rushing touchdown, receiving touchdown and kickoff-return touchdown in the same game.**
Saints WR MICHAEL THOMAS **(left) set franchise rookie records and led all NFL rookies with 92 receptions, 1,137 receiving yards and nine touchdown catches.**
Chargers TE HUNTER HENRY **tied for first among NFL tight ends with eight receiving touchdowns in 2016.**
Chargers DE JOEY BOSA **(10.5) became the first rookie in franchise history to record 10 or more sacks since 2005 (**SHAWN MERRIMAN**, 10).**

DOUBLE TROUBLE RUNNING BACKS

They seem to be all over the league. Guys like LE'VEON BELL, DAVID JOHNSON and others. Those running backs that can hurt you two ways: rushing…or catching the ball.

Double-threat running backs not only force defenses to be ready for anything, but they allow offenses to keep their best playmakers on the field in any situation.

"I've been very fortunate to be around guys like David Johnson, MARSHALL FAULK and EDGERRIN JAMES," says Arizona head coach BRUCE ARIANS. "It's fun to coach them because they're like a toy. You can do so many things and change them any way you want."

More and more offenses are relying on these dual-threat runners to keep the chains moving. Nine running backs gained more than 1,000 rushing yards while registering at least 30 catches in 2016.



"I can't say enough about that guy. He puts his body on the line week in, week out. He takes some shots out there and he always gets up, shakes it off and does it again. I'm just happy he's on our side."

– Texans tackle Duane Brown

NFL RUNNING BACKS THAT GAINED 1,000 RUSHING YARDS & CAUGHT 30 PASSES IN 2016

PLAYER, 2016 TEAM	RUSH YARDS	REC.
Ezekiel Elliott, Dallas	1,631	32
DeMarco Murray, Tennessee	1,287	53
Le'Veon Bell, Pittsburgh	1,268	75
LeSean McCoy, Buffalo	1,267	50
David Johnson, Arizona	1,239	80
Devonta Freeman, Atlanta	1,079	54
Lamar Miller, Houston	1,073	31
Mark Ingram, New Orleans	1,043	46
Frank Gore, Indianapolis	1,025	38



"DeMarco is very, very good. He's a good receiver and makes phenomenal catches. He's got very, very soft hands."

– Titans offensive coordinator Terry Robiskie

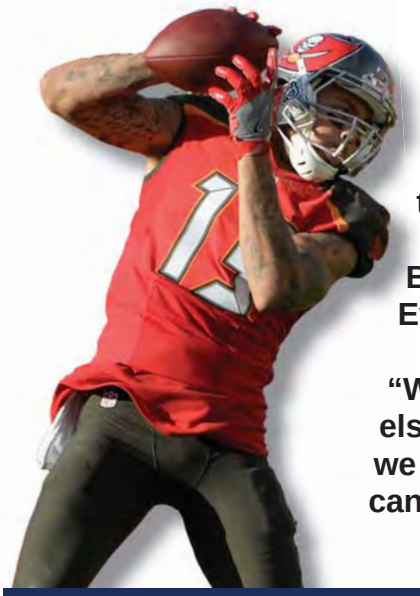


"Mark has that versatility where we feel like he absolutely is someone who can help us not only in the running game but also in the passing game."

– Saints head coach Sean Payton

THE PLAYERS

ON TARGET



Elite wide receivers gain attention from opposing team defensive backs, but still earn plenty of it from their quarterbacks, too.

Last season, Tampa Bay wide receiver MIKE EVANS **(left) was targeted 173 times, the most in the NFL.**

Buccaneers quarterback JAMEIS WINSTON **hopes that the play of Evans raises the bar for their Tampa Bay teammates.**

"When your superstars are making plays for you, it gives everyone else around an extra boost of confidence," says Winston. "The more we can get people playing up to Mike's level, the scarier our offense can be."

New York Giants wide receiver ODELL BECKHAM, JR. **was targeted 169 times last season, ranking second in the NFL. He recorded a career-high 101 receptions and became the first player in NFL history to record at least 80 catches and 1,000 receiving yards in each of his first three seasons.**

"He has great explosiveness coming out of breaks and great speed. He catches the ball very naturally. He is a pretty rare combination of speed and explosiveness, with also really good route-running and being able to stop on a dime as well out of his breaks."

- Giants quarterback Eli Manning

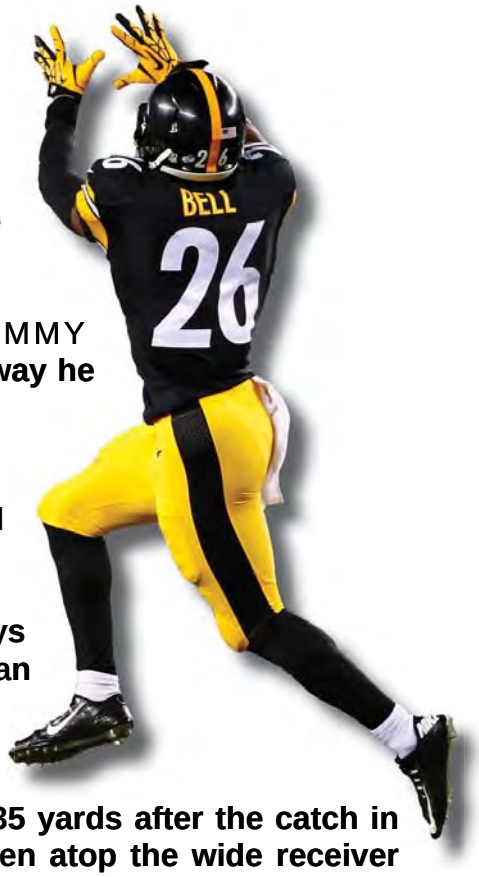


MOST TARGETED RECEIVERS IN 2016					
PLAYER	2016 TEAM	TARGETS	RECEPTIONS	REC. YARDS	AVERAGE
Mike Evans	Tampa Bay	173	96	1,321	13.8
Odell Beckham, Jr.	New York Giants	169	101	1,367	13.5
Julian Edelman	New England	159	98	1,106	11.3
T.Y. Hilton	Indianapolis	155	91	1,448	15.9
Antonio Brown	Pittsburgh	154	106	1,284	12.1

THE PLAYERS

YARDS AFTER THE CATCH

Additional yards after the catch are an important part of an offense's success.



"You want yards after the catch," says Kansas City head coach ANDY REID**. "That's especially important in the short and intermediate game."**

Pittsburgh running back LE'VEON BELL **(right) led the league with 685 yards after the catch last season, his second time leading the league in the past three years (2014).**

"He'd be a great wide receiver," says Steelers wide receiver SAMMY COATES **about Bell. "Sometimes I think he is a wide receiver, the way he runs routes. He's so good when you get him out in space."**

Kansas City tight end TRAVIS KELCE **led NFL tight ends with 653 yards after the catch last year, the most in a season by a tight end since New England's** ROB GRONKOWSKI **had 637 yards in 2011.**

"We've come to look to him for big plays, catch-and-run plays," says Chiefs assistant head coach BRAD CHILDRESS**. "A lot of guys can catch and fall down. But he has the ability to catch it and make yards after the catch."**

Detroit wide receiver GOLDEN TATE **led all wide receivers with 635 yards after the catch in 2016. In two of the past three seasons (2014), Tate's name has been atop the wide receiver leaderboard in the category.**

PLAYERS WITH MOST YARDS AFTER CATCH IN 2016

PLAYER	TEAM	POS	YAC	REC	YARDS	AVG	TD
Le'Veon Bell	Pittsburgh	RB	685	75	616	8.2	2
David Johnson	Arizona	RB	659	80	879	11.0	4
Travis Kelce	Kansas City	TE	653	85	1,125	13.2	4
Golden Tate	Detroit	WR	635	91	1,077	11.8	4
Jarvis Landry	Miami	WR	634	94	1,136	12.1	4



Cardinals RB David Johnson



Chiefs TE Travis Kelce



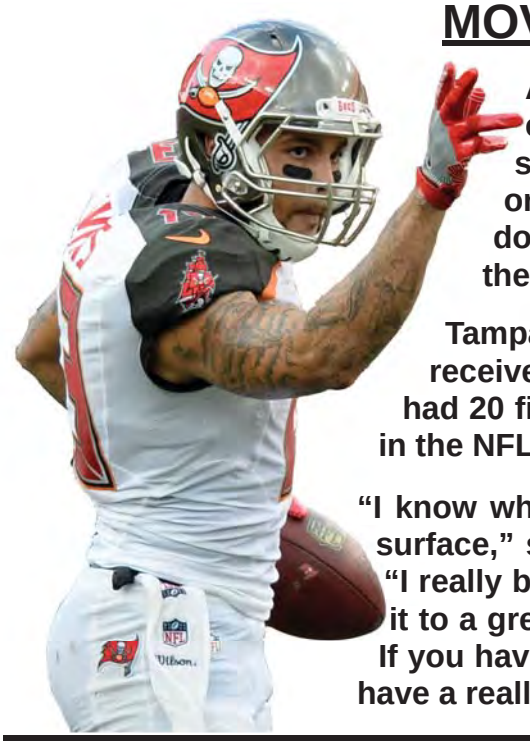
Lions WR Golden Tate



Dolphins WR Jarvis Landry

THE PLAYERS

MOVING THE CHAINS



A precise route can be the difference between a game-changing play and an appearance by the punt team. It's a skill for a receiver to know exactly where he needs to go in order to move the chains and keep a drive going. On third down, the best receivers carefully gauge each step to ensure their routes finish beyond the first-down marker.

Tampa Bay Pro Bowl wide receiver MIKE EVANS (left) led all receivers on third down with 28 first-down catches in 2016. He had 20 first-down receptions on third down in 2015, the 10th most in the NFL.

"I know what Mike is capable of and he's really just scratching the surface," says Tampa Bay offensive coordinator TODD MONKEN. "I really believe that. We have a huge tendency and that is to throw it to a great player. I like that tendency. That's what you should do. If you have a really good running back, you give him the ball. If you have a really good receiver, you find a way to get him the ball."

RECEIVERS WITH MOST 1ST-DOWN RECEPTIONS ON 3RD DOWN IN 2016					
PLAYER	TEAM	FIRST DOWNS	REC	YARDS	REC. TDS
Mike Evans	Tampa Bay	28	28	392	3
DeAndre Hopkins	Houston	25	28	300	0
Julian Edelman	New England	24	28	431	2
Cole Beasley	Dallas	22	25	295	2
Michael Crabtree	Oakland	21	24	356	3
T.Y. Hilton	Indianapolis	21	24	308	1



DeAndre Hopkins



Julian Edelman



Cole Beasley



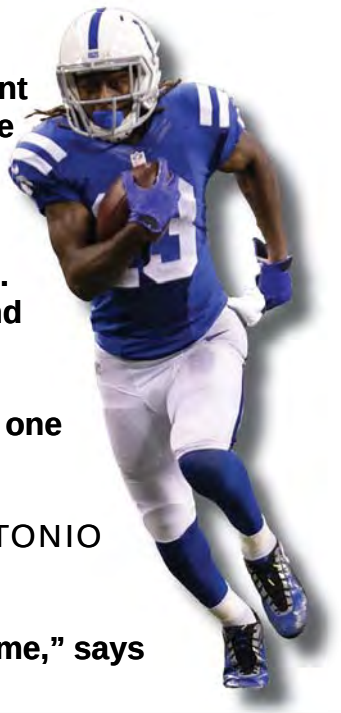
Michael Crabtree



T.Y. Hilton

THE PLAYERS

BIG PLAY EXCITEMENT



Everyone in the stadium, from the field to the stands, feels the fans' excitement as they celebrate a big play with their team. Those plays can change the momentum of a game and give a team a lift.

Indianapolis wide receiver T.Y. HILTON **(right) guaranteed he would be a difference-maker for the team last season and he delivered on his promise. In 2016, Hilton recorded a league-best 28 receptions of 20 yards or more and led the NFL with 1,448 receiving yards.**

"T.Y. Hilton is a playmaker," says Colts quarterback ANDREW LUCK**. "He's one of the heartbeats of this team."**

Many players around the league, including Pittsburgh wide receiver ANTONIO BROWN**, have taken notice of Hilton's ability to make big plays.**

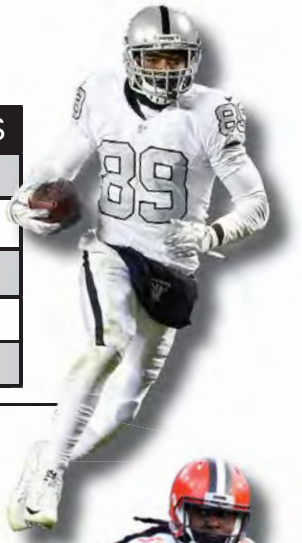
"He's their big-play guy, always capable of changing the complexion of a game," says Brown about Hilton.

<u>The top five "big play" receivers and rushers in 2016</u>:



PLAYER	2016 TEAM	20+ YARD RECEPTIONS
T.Y. Hilton	Colts	28
Julio Jones	Falcons	27
Antonio Brown	Steelers	22
Amari Cooper	Raiders	21
Odell Beckham, Jr.	Giants	20

Giants WR
Odell Beckham, Jr.



Raiders WR
Amari Cooper



PLAYER	2016 TEAM	20+ YARD RUSHES
Ezekiel Elliott	Cowboys	14
LeSean McCoy	Bills	11
Jay Ajayi	Dolphins	10
Jordan Howard	Bears	10
Isaiah Crowell	Browns	8

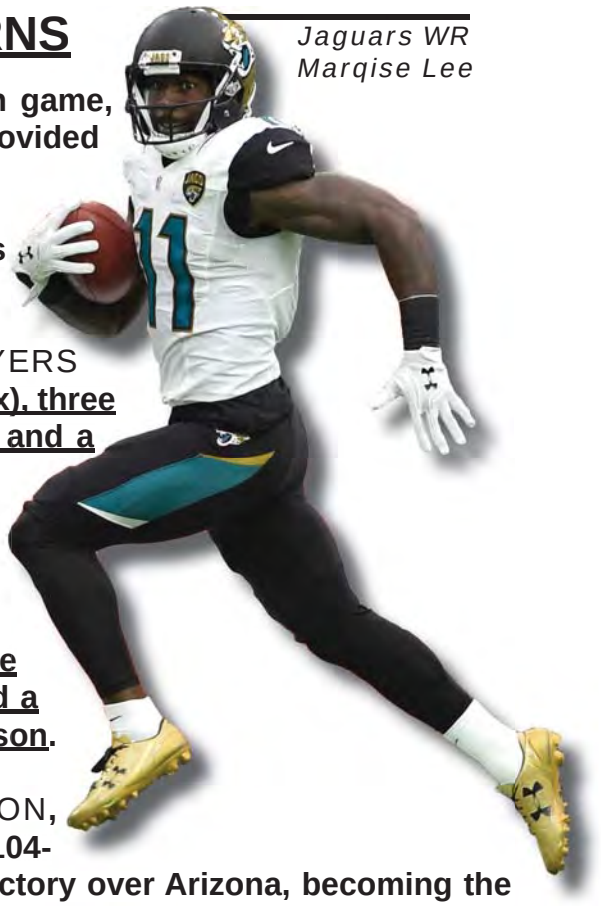
Bears RB
Jordan Howard



Browns RB
Isaiah Crowell

THE PLAYERS

MANY HAPPY RETURNS



Jaguars WR Marqise Lee

The 2016 season featured many exciting plays in the return game, as both established veterans and explosive young stars provided exhilarating action throughout the season.

Kansas City rookie TYREEK HILL **led the NFL with a 15.2 yards per punt return average and was the only player to have both a punt-return touchdown (two) and a kickoff-return touchdown (one) in 2016. Hill joined Pro Football Hall of Famer** GALE SAYERS **as the only players with at least five receiving touchdowns (six), three rushing touchdowns (three), a punt-return touchdown (two) and a kick-return touchdown (one) in a single season.**

Houston rookie WILL FULLER **returned a punt 67 yards for the game-winning touchdown in the Texans' 27-20 victory over Tennessee in Week 4. Fuller, who was selected in the first round (21st overall) of the 2016 Draft, became the only rookie in NFL history to have 300 or more receiving yards (323) and a punt-return touchdown in his team's first four games of a season.**

Return specialist/wide receiver CORDARRELLE PATTERSON**, who signed with Oakland during the offseason, recorded a 104-yard kickoff-return touchdown for Minnesota in a Week 11 victory over Arizona, becoming the first player in league history with four career touchdowns of at least 100 yards.**

PLAYER	2016 TEAM	ACCOMPLISHMENT
Kenyan Drake	Dolphins	In Week 9, recorded the second-longest kickoff-return touchdown (96 yards) by a rookie in franchise history (MERCURY MORRIS, 105 yards, Sept. 14, 1969).
Will Fuller	Texans	Became the fourth rookie in the past 15 seasons to record both a touchdown catch and a punt-return touchdown in the same game in a Week 4 victory over Tennessee.
Tyreek Hill	Chiefs	Scored on a three-yard run, a three-yard reception and an 86-yard kickoff-return in Week 12 and became the first player since GALE SAYERS in 1965 to have a rushing, receiving and kickoff-return touchdown in the same game.
Marqise Lee	Jaguars	In Week 15, recorded a 100-yard kickoff-return touchdown and became the second player in franchise history to record a 100+ yard kickoff-return touchdown, joining MAURICE JONES-DREW (100 yards, Nov. 4, 2007).
Cordarrelle Patterson	Vikings	Led the NFL with a 31.7 kickoff-return average, including a 104-yard kickoff-return touchdown in Week 11. His four career 100+ yard touchdowns is an NFL record.

SAME FACES, NEW PLACES

Whether through free agency or trades, this offseason contained big-name moves that may alter the landscape of the 2017 NFL season.



The defending Super Bowl champion New England Patriots restocked via trade, acquiring WR BRANDIN COOKS **from New Orleans, TE** DWAYNE ALLEN **from Indianapolis and DE** KONY EALY **from Carolina. In Jacksonville, the Jaguars lured CB** A.J. BOUYE **– who tied for fourth in the AFC with 16 passes defensed in 2016 – from the Texans, while TE** MARTELLUS BENNETT **(left) joined Green Bay after catching seven touchdowns for the Patriots last season.**

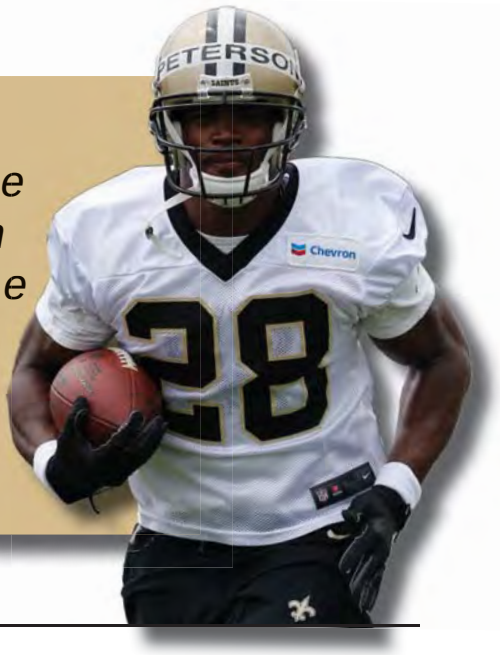
"Once I found out about it, I was thankful for the opportunity to play in New Orleans and the opportunity they gave me there," says Cooks on the trade that sent him to New England. "I was ecstatic to be able to come play for an organization like New England and play for a guy like Coach Belichick, Tom Brady and Mr. Kraft and his family."

Several notable running backs were on the move during the offseason, headlined by LE GARRETTE BLOUNT **(Philadelphia),** JAMAAL CHARLES **(Denver),** EDDIE LACY **(Seattle),** MARSHAWN LYNCH **(Oakland),** LATAVIUS MURRAY **(Minnesota) and** ADRIAN PETERSON **(New Orleans).**

A number of former Pro Bowlers will don a new uniform this season, including wide receivers DE SEAN JACKSON **(Tampa Bay),** ALSHON JEFFERY **(Philadelphia) and** BRANDON MARSHALL **(New York Giants), tight end** JULIUS THOMAS **(Miami), tackles** RUSSELL OKUNG **(Los Angeles Chargers) and** ANDREW WHITWORTH **(Los Angeles Rams), defensive ends** CALAIS CAMPBELL **(Jacksonville) and** JULIUS PEPPERS **(Carolina), defensive tackle** DONTARI POE **(Atlanta) and linebackers** ZACH BROWN **(Washington) and** LAWRENCE TIMMONS **(Miami).**

"It's rare and unique to have the opportunity to add a potential Hall of Fame player to your roster. His career has been top-notch and speaks for itself. We think he will be an excellent fit in our locker room and in our offense."

- Saints head coach Sean Payton on Peterson



THE PLAYERS

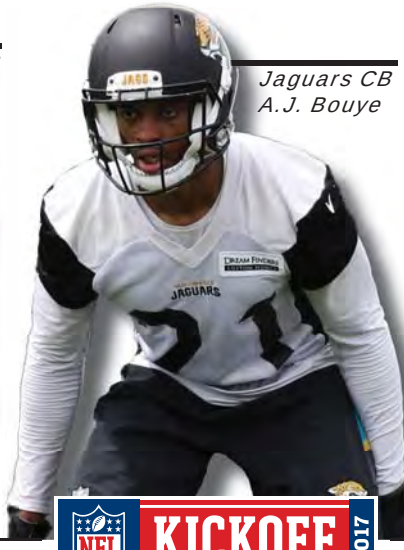
Some notable players who changed teams this offseason:

PLAYER	NEW TEAM	2016 TEAM
TE Dwayne Allen	NE	IND
CB Prince Amukamara	CHI	JAX
DE Chris Baker	TB	WAS
TE Martellus Bennett	GB	NE
RB LeGarrette Blount	PHI	NE
CB A.J. Bouye	JAX	HOU
WR Kenny Britt	CLE	LAR
LB Zach Brown	WAS	BUF
DE Calais Campbell	JAX	AZ
RB Jamaal Charles	DEN	KC
S Barry Church	JAX	DAL
CB Morris Claiborne	NYJ	DAL
TE Jared Cook	OAK	GB
WR Brandin Cooks	NE	NO
S Johnathan Cyprien	TEN	JAX
WR Eric Decker	TEN	NYJ
DE Kony Ealy	NE	CAR
WR Pierre Garçon	SF	WAS
CB Stephon Gilmore	NE	BUF
QB Mike Glennon	CHI	TB
DT Johnathan Hankins	IND	NYG
LB David Harris	NE	NYJ
QB Brian Hoyer	SF	CHI
S Micah Hyde	BUF	GB
WR DeSean Jackson	TB	WAS
S Tony Jefferson	BAL	AZ
WR Alshon Jeffrey	PHI	CHI

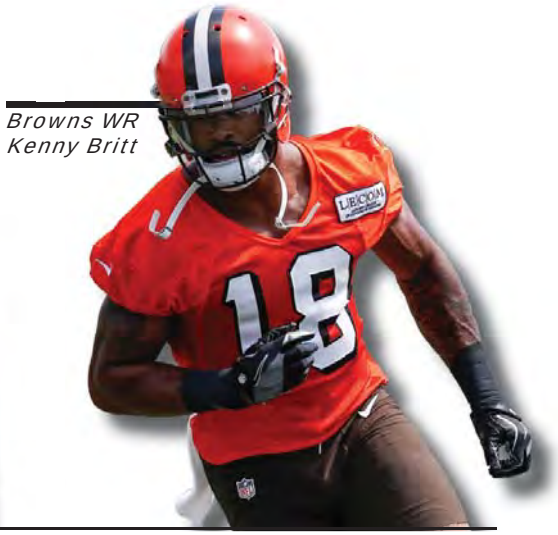
PLAYER	NEW TEAM	2016 TEAM
DT Tim Jernigan	PHI	BAL
FB Kyle Juszczyk	SF	BAL
RB Eddie Lacy	SEA	GB
G T.J. Lang	DET	GB
DT Bennie Logan	KC	PHI
RB Marshawn Lynch	OAK	(Retired) SEA
WR Jeremy Maclin	BAL	KC
WR Brandon Marshall	NYG	NYJ
QB Josh McCown	NYJ	CLE
RB Latavius Murray	MIN	OAK
T Russell Okung	LAC	DEN
QB Brock Osweiler	CLE	HOU
DE Julius Peppers	CAR	GB
RB Adrian Peterson	NO	MIN
DT Dontari Poe	ATL	KC
WR Terrelle Pryor, Sr.	WAS	CLE
T Riley Reiff	MIN	DET
CB Logan Ryan	TEN	NE
DE Jabaal Sheard	IND	NE
WR Torrey Smith	PHI	SF
TE Julius Thomas	MIA	JAX
LB Lawrence Timmons	MIA	PIT
G Larry Warford	NO	DET
T Andrew Whitworth	LAR	CIN
CB Tramon Williams	AZ	CLE
G Kevin Zeitler	CLE	CIN
C Jeremy Zuttah	SF	BAL



Jets QB Josh McCown



Jaguars CB A.J. Bouye



Browns WR Kenny Britt

NOT DRAFTED? NOT A PROBLEM

How does an undrafted player develop into an NFL star?

Broncos cornerback CHRIS HARRIS JR. **(right) never forgets being overlooked.**



"That motivates me a lot," says Harris. "Just not having any offers coming out of high school until finally getting one offer to Kansas, and then just the way I came into the league and nobody thought I could be in the NFL, that just all stays with me."

Defensive end CAMERON WAKE **of Miami signed with the New York Giants as an undrafted free agent in 2005 but didn't make the team. After a stint in the CFL, Wake landed with the Dolphins where he is now a five-time Pro Bowler.**

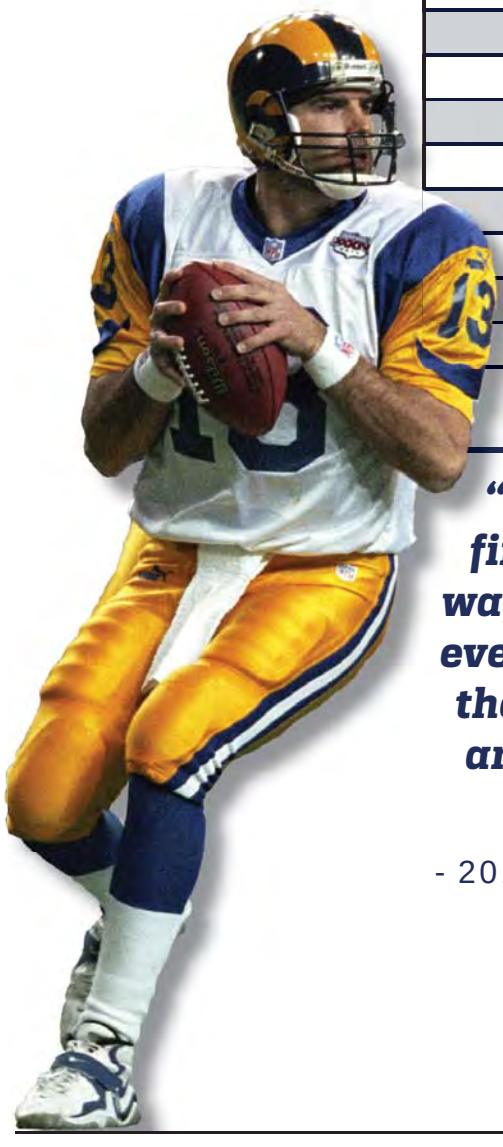
"It doesn't add up, but that's my path and that's what I had to deal with," says Wake. "It's definitely different. You look around the locker room and see the super blue-chip first-rounders. I didn't come in with a silver spoon – my spoon was all bent, dirty and rusty. I had to scratch and claw twice. I had to work my way up in Canada, then hit the reset button when I got to Miami."

15 UNDRAFTED PLAYERS NAMED TO 2017 PRO BOWL					
POS	PLAYER	2016 TEAM	POS	PLAYER	2016 TEAM
LB	Lorenzo Alexander	Bills	T	Donald Penn	Raiders
WR	Doug Baldwin	Seahawks	T	Jason Peters	Eagles
DE	Michael Bennett	Seahawks	K	Matt Prater	Lions
K	Matt Bryant	Falcons	S	Darian Stewart	Broncos
LS	Morgan Cox	Ravens	FB	Mike Tolbert	Panthers
CB	Chris Harris Jr.	Broncos	K	Justin Tucker	Ravens
P	Johnny Hekker	Rams	DE	Cameron Wake	Dolphins
LS	Jake McQuaide	Rams			



THE PLAYERS

Quarterback KURT WARNER, a member of the Class of 2017, is one of 17 undrafted players enshrined in the Pro Football Hall of Fame. After failing to make the Packers as an undrafted free agent, Warner would resurface four years later with the St. Louis Rams. In 1999, at the age of 28, Warner would make his first start as an NFL quarterback beginning his Hall of Fame campaign.



UNDRAFTED PLAYERS IN PRO FOOTBALL HALL OF FAME		
1ST SEASON	PLAYER	TEAM
1946	Frank Gatski	Cleveland Browns
1946	Lou Groza	Cleveland Browns
1946	Marion Motley	Cleveland Browns
1946	Bill Willis	Cleveland Browns
1948	Joe Perry	San Francisco 49ers
1948	Emlen Tunnell	New York Giants
1951	Jack Butler	Pittsburgh Steelers
1952	Dick "Night Train" Lane	Los Angeles Rams
1960	Willie Wood	Green Bay Packers
1962	Mick Tingelhoff	Minnesota Vikings
1963	Willie Brown	Denver Broncos
1966	Emmitt Thomas	Kansas City Chiefs
1967	Larry Little	San Diego Chargers
1970	Jim Langer	Miami Dolphins
1984	Warren Moon	Houston Oilers
1990	John Randle	Minnesota Vikings
1998	*Kurt Warner*	*St. Louis Rams*

"The way my journey played out, starting my first game at 28, having some bumps along the way in a couple of organizations, I don't know if I ever really felt I did enough. When I was between the lines, I felt like I played this game as well as anybody. Is that enough to get there? I have no idea."

- 2017 Pro Football Hall of Fame Inductee Kurt Warner

THE PLAYERS

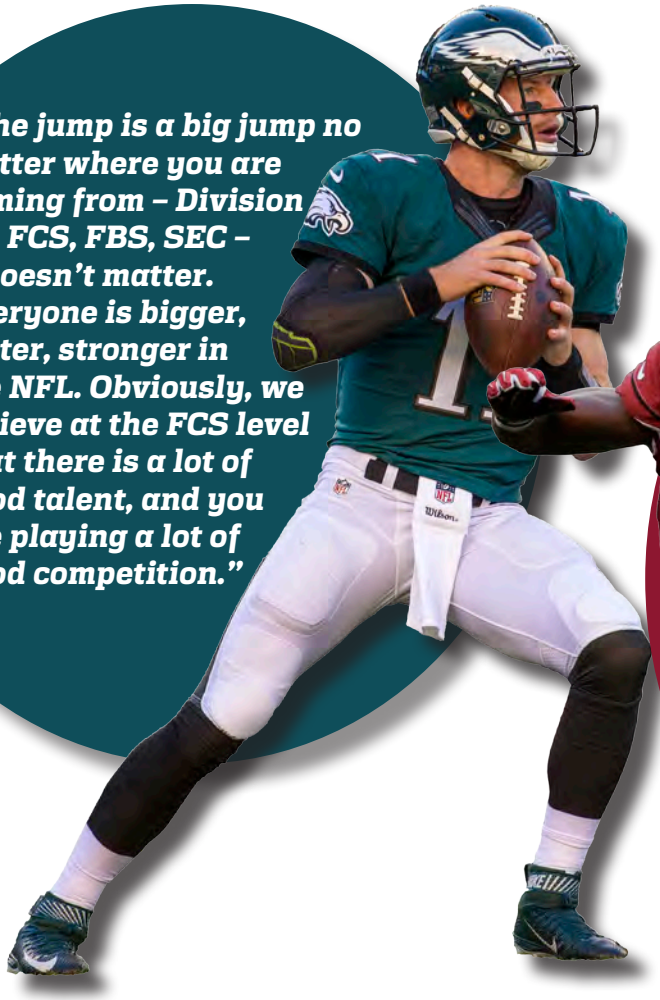
SMALL SCHOOL SUCCESS

They may not come from big-time schools in major NCAA conferences, but their NFL contributions cannot go unnoticed. Productive players from small schools are proof-positive of the old adage, "If you can play, the NFL will find you."

"I tell all these guys when I talk to them, whether they are playing for some big school or some small school, I don't care where you came from," says Tennessee general manager JON ROBINSON. "If you can play football, if you can buy into our philosophy, our style of football, then you can play for the Tennessee Titans."

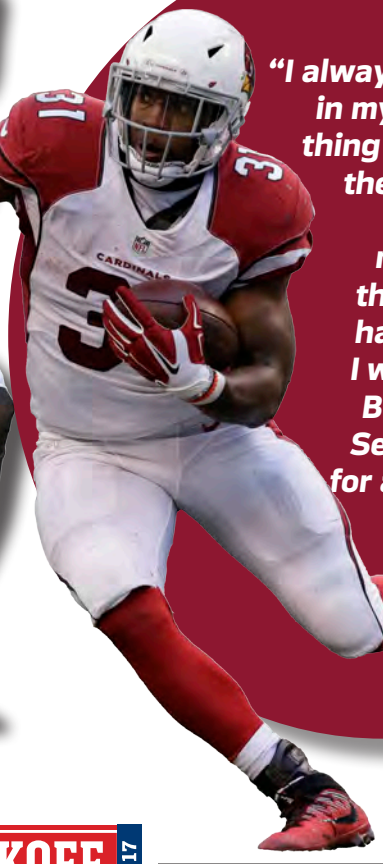
Arizona running back DAVID JOHNSON – who last year led the NFL with 2,118 scrimmage yards and was named to his first Pro Bowl – was drafted by the Cardinals in the third round of the 2015 NFL Draft out of Northern Iowa.

NFL teams continue to scout at all levels looking to find talent. The Philadelphia Eagles traded up and used the No. 2 overall pick in the 2016 NFL Draft to select quarterback CARSON WENTZ (right) out of North Dakota State.



"The jump is a big jump no matter where you are coming from – Division III, FCS, FBS, SEC – it doesn't matter. Everyone is bigger, faster, stronger in the NFL. Obviously, we believe at the FCS level that there is a lot of good talent, and you are playing a lot of good competition."

CARSON WENTZ



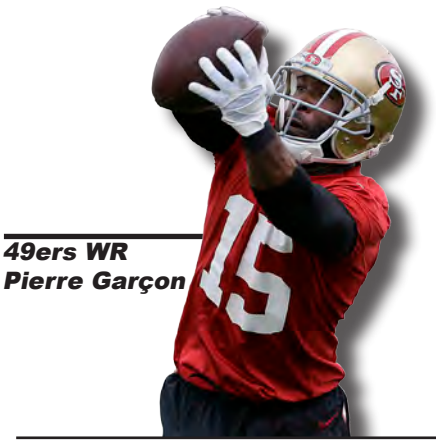
"I always had confidence in myself. The biggest thing is when I went to the Senior Bowl and I was able to size myself up against those guys. I didn't have a chance until I went to the Senior Bowl. But after the Senior Bowl, I knew for a fact I was going to be able to be successful."

DAVID JOHNSON

THE PLAYERS

A sampling of some of the most productive and high-profile small-school stars in the NFL today:

PLAYER, TEAM	COLLEGE	CAREER HIGHLIGHT
S Mike Adams, Car.	Delaware	Named to 2 Pro Bowls; led Colts with 79 tackles in 2016
S Antoine Bethea, AZ	Howard	Three-time All-Star; started all 162 career games
CB Justin Bethel, AZ	Presbyterian	Three-time All-Star
CB Malcolm Butler, NE	West Alabama	Named to 2016 Pro Bowl; had game-sealing INT in SB XLIX
CB Brandon Carr, Bal.	Grand Valley State	15 career INTs; started all 144 career games
WR Victor Cruz, Chi.	Massachusetts	Set NYG season record with 1,536 receiving yards in 2011
LS Zak DeOssie, NYG	Brown	Two-time All-Star as long snapper
QB Joe Flacco, Bal.	Delaware	Super Bowl XLVII MVP; club-record 182 career TD passes
LB Jerrell Freeman, Chi.	Mary Hardin-Baylor	Has 100+ tackles in 4 of 5 career seasons
LB Junior Galette, Was.	Stillman	Recorded 10+ sacks in 2013 (12) and 2014 (10)
WR Pierre Garçon, SF	Mount Union	NFL-best 113 rec. in 2013; 600+ rec. yards in 8 of 9 seasons
CB Brent Grimes, TB	Shippensburg	Four-time All-Star; has 4+ INTs in each of past 4 seasons
DE William Hayes, Mia.	Winston-Salem State	Second on team with 5 sacks last season; 34.5 career sacks
WR/RS Tyreek Hill, KC	West Alabama	Led NFL with 3 return TDs (2 PR, 1 KR) as rookie last season
CB Janoris Jenkins, NYG	North Alabama	Named to 2017 Pro Bowl; has 13 career INTs
RB David Johnson, AZ	Northern Iowa	Led NFL in TDs (20) & scrimmage yards (2,118) in 2016
FB Kyle Juszczyk, SF	Harvard	Named to 2017 Pro Bowl; has 6 career TDs
P Marquette King, Oak.	Fort Valley State	Ranked 2nd in AFC last season with 48.6 yard punt avg.
CB Josh Norman, Was.	Coastal Carolina	Has 49 passes defensed since 2014, tied for 2nd-most in NFL
CB Dominique Rodgers-Cromartie, NYG	Tennessee State	Had career-high & team leading 6 INTs last season
WR Adam Thielen, Min.	Minn. State-Mankato	Led team with career-high 967 rec. yards in 2016
TE Julius Thomas, Mia.	Portland State	Two-time All-Star; posted 12 TD receptions in 2013 & 2014
FB Mike Tolbert, Buf.	Coastal Carolina	Named to 3 Pro Bowls, incl. each of past 2 (2016 & 2017)
K Adam Vinatieri, Ind.	South Dakota State	Three-time All-Star; has 4 Super Bowl victories
TE Delanie Walker, Ten.	Central Missouri	Two-time All-Star; has 800+ rec. yards in each of past 3 seasons
S Lardarius Webb, Bal.	Nicholls State	Has 13 career INTs, incl. at least 1 in each of past 7 seasons
QB Carson Wentz, Phi.	North Dakota State	Passed for 3,782 yards & 16 TDs as rookie in 2016
RB Charcandrick West, KC	Abilene Christian	Led Chiefs with 634 rush yards in 2015
RB Danny Woodhead, Bal.	Chadron State	Has 16 rec. TDs since 2012, most by NFL RB
LB Paul Worrilow, Det.	Delaware	Led Falcons in tackles in 3 of past 4 seasons



49ers WR Pierre Garçon

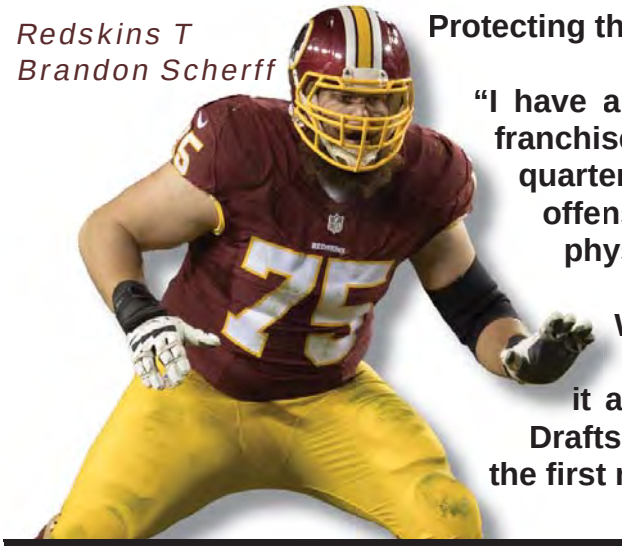


Redskins CB Josh Norman



Bills FB Mike Tolbert

PROTECTING THE QUARTERBACK



Redskins T Brandon Scherff

Protecting the quarterback is vital to NFL success.

"I have always felt that the offensive line is the heartbeat for a franchise," says FOX NFL analyst and Pro Football Hall of Fame quarterback TROY AIKMAN. "If you've got tough, physical offensive linemen, then your team is going to be tough and physical. That becomes what your identity is."

With such a premium placed on keeping the quarterback out of harm's way, it is no surprise that teams have made it a priority to draft offensive tackles. In the past four NFL Drafts, there have been a total of 16 offensive tackles drafted in the first round, including six in the top 10 picks.

TACKLES SELECTED IN FIRST ROUND OF PAST FOUR NFL DRAFTS

PLAYER	TEAM	DRAFT YEAR (PICK)	PLAYER	TEAM	DRAFT YEAR (PICK)
Garett Bolles	Den	2017 (20th overall)	Ereck Flowers	NYG	2015 (9th overall)
Ryan Ramczyk	NO	2017 (32nd overall)	Andrus Peat	NO	2015 (13th overall)
Ronnie Stanley	Bal	2016 (6th overall)	Cedric Ogbuehi	Cin	2015 (21st overall)
Jack Conklin	Ten	2016 (8th overall)	D.J. Humphries	Az	2015 (24th overall)
Laremy Tunsil	Mia	2016 (13th overall)	Greg Robinson	StL	2014 (2nd overall)
Taylor Decker	Det	2016 (16th overall)	Jake Matthews	Atl	2014 (6th overall)
Germain Ifedi	Sea	2016 (31st overall)	Taylor Lewan	Ten	2014 (11th overall)
Brandon Scherff	Was	2015 (5th overall)	Ja'Wuan James	Mia	2014 (19th overall)

Last season, the three teams with the fewest sacks allowed in the regular season – OAKLAND (18), PITTSBURGH (21) and the NEW YORK GIANTS (22) – all won at least 11 games and earned postseason berths. The NEW ENGLAND PATRIOTS, who allowed the fifth-fewest sacks in the league with 24, finished with an NFL-best 14-2 record and won Super Bowl LI.

TEAMS WITH THE FEWEST SACKS ALLOWED IN 2016

TEAM	2016 RECORD	SACKS ALLOWED
Oakland*	12-4	18
Pittsburgh*	11-5	21
New York Giants*	11-5	22
Washington	8-7-1	23
New England*	14-2	24

*Advanced to playoffs

AT A LOSS

When a defense controls the line of scrimmage, the opposing team's offense is affected as timing and rhythm are disrupted.

Atlanta linebacker VIC BEASLEY, JR. (left) blossomed in his second year in the NFL, leading the league with a career-high 15.5 sacks. His strong performance drew comparisons to Denver Pro Bowl linebacker VON MILLER, who finished second in the NFL with 13.5 sacks.



Four of the five leaders in sacks recorded their first season with double-digit sack totals. Three of the top five found success early in their career as second-year players.

MOST TACKLES FOR A LOSS IN 2016

PLAYER	2016 TEAM	TFL	SACKS
Joey Bosa	Chargers	17	10.5
Lavonte David	Buccaneers	17	5
Aaron Donald	Rams	17	8
Cameron Jordan	Saints	17	7.5
Olivier Vernon	Giants	17	8.5

MOST SACKS IN 2016

PLAYER	2016 TEAM	SACKS	TFL
Vic Beasley, Jr.	Falcons	15.5	11
Von Miller	Broncos	13.5	13
Lorenzo Alexander	Bills	12.5	10
Markus Golden	Cardinals	12.5	16
Danielle Hunter	Vikings	12.5	11

Speaking of early success, Los Angeles Chargers defensive end JOEY BOSA tied for first in the league in tackles for loss and recorded 10.5 sacks as a rookie, despite playing in only 12 games.

On the other end of the spectrum, Buffalo linebacker LORENZO ALEXANDER (right) recorded his first double-digit sack performance of his career. At 33 years of age, Alexander is one of six players in NFL history to record 10 or more sacks for the first time at the age of 33 or older.



PLAYERS TO REACH DOUBLE-DIGIT SACKS FOR 1ST TIME AT 33 OR OLDER

PLAYER	TEAM	AGE	YEAR	SACKS
Ed "Too Tall" Jones	Dallas	34	1985	13
Tony McGee	Washington	34	1983	10
Lorenzo Alexander	*Buffalo*	*33*	*2016*	*12.5*
Dave Butz	Washington	33	1983	11.5
Calvin Pace	NY Jets	33	2013	10
Jack Youngblood	LA Rams	33	1983	10.5

FRANK GORE WINS ART ROONEY SPORTSMANSHIP AWARD



Indianapolis Colts running back FRANK GORE **was voted the winner of the 2016** ART ROONEY SPORTSMANSHIP AWARD **which is given to the NFL player who best demonstrates the qualities of outstanding sportsmanship on the playing field, including fair play, respect for opponents and integrity in competition.**

The award was created in 2014 in honor of the late founding owner of the Pittsburgh Steelers and Pro Football Hall of Famer ART ROONEY, SR. **The winner is determined by a vote of current NFL players. Previous recipients of the award are** LARRY FITZGERALD **of the Arizona Cardinals (2014) and** CHARLES WOODSON **(right, with Gore) of the Oakland Raiders (2015).**

"I was humbled to receive the Art Rooney Sportsmanship Award because it is an honor that is decided by the players themselves," says Woodson, who presented the 2016 Award to Gore at the NFL Honors ceremony in Houston the night before Super Bowl LI. "Frank Gore is a combination of power and speed, who could run around you or through you. But he's also the first guy to offer you a hand to get you back on your feet."

Gore received a $25,000 donation from the NFL Foundation which went to his high school (Coral Gables) football booster club and the Church Gospel Arena International Ministry.

A 12-year NFL veteran, Gore ranks eighth in NFL history with 13,065 rushing yards and is one of only five players in league annals with at least 13,000 rushing yards and 400 receptions in his career. Gore joined the Colts prior to the 2015 season after a 10-year stint with the San Francisco 49ers, where he rushed for a franchise record 11,073 yards and 64 touchdowns. A five-time Pro Bowler and 2006 AP All-Pro selection, he was a third-round draft choice of San Francisco in 2005.

Each NFL team nominated one of its players for the award. A panel of former players from the NFL Legends Community selected eight finalists (four in the AFC; four in the NFC) from the 32 nominees. The panel of Legends Coordinators was comprised of WARRICK DUNN, CURTIS MARTIN, KARL MECKLENBURG **and** LEONARD WHEELER.

THE PLAYERS

The eight finalists were listed on the Pro Bowl ballot under the Art Rooney Sportsmanship Award. From the finalists, each team's players submitted a consensus vote of their choice for the winner. As in Pro Bowl voting, a team could not vote for its own player.

To commemorate the honor, Gore was presented on-stage with "The Art Rooney Trophy," which represents the important role that sportsmanship plays in the game and how NFL players that demonstrate integrity and honor on the field serve as role models for other players at all levels. The award design was inspired by the upward arc of a football in motion and contains a gold line embedded in glass that represents the path of sportsmanship throughout a career. Etched into the award are the words "integrity," "honor," "respect," and "fairness," the values that define excellent sportsmanship.

The eight finalists, featuring four players from each conference, were linebacker BRIAN CUSHING **(Houston), Gore, tight end** GREG OLSEN **(Carolina), linebacker** JULIUS PEPPERS **(Green Bay), running back** DARREN SPROLES **(Philadelphia), tackle** JOE STALEY **(San Francisco), linebacker** DE MARCUS WARE **(Denver) and guard/tackle** MARSHAL YANDA **(Baltimore).**

<u>The 32 player nominees for the 2016 Art Rooney Sponsorship Award</u> (finalists listed in bold/italics):

TEAM	NOMINEE
Arizona Cardinals	**DT Calais Campbell**
Atlanta Falcons	**FB Patrick DiMarco**
Baltimore Ravens	*G Marshal Yanda*
Buffalo Bills	**DT Kyle Williams**
Carolina Panthers	*TE Greg Olsen*
Chicago Bears	**LB Sam Acho**
Cincinnati Bengals	**WR A.J. Green**
Cleveland Browns	**T Joe Thomas**
Dallas Cowboys	**CB Brandon Carr**
Denver Broncos	*LB DeMarcus Ware*
Detroit Lions	**S Glover Quin**
Green Bay Packers	*LB Julius Peppers*
Houston Texans	*LB Brian Cushing*
Indianapolis Colts	*RB Frank Gore*
Jacksonville Jaguars	**LB Paul Posluszny**
Kansas City Chiefs	**LB Derrick Johnson**

TEAM	NOMINEE
Los Angeles Rams	**DE Robert Quinn**
Miami Dolphins	**T Branden Albert**
Minnesota Vikings	**CB Terence Newman**
New England Patriots	**S Devin McCourty**
New Orleans Saints	**T Zach Strief**
New York Giants	**WR Victor Cruz**
New York Jets	**WR Brandon Marshall**
Oakland Raiders	**QB Derek Carr**
Philadelphia Eagles	*RB Darren Sproles*
Pittsburgh Steelers	**LB Arthur Moats**
San Diego Chargers	**QB Philip Rivers**
San Francisco 49ers	*T Joe Staley*
Seattle Seahawks	**WR Tyler Lockett**
Tampa Bay Buccaneers	**DT Gerald McCoy**
Tennessee Titans	**QB Marcus Mariota**
Washington Redskins	**QB Kirk Cousins**

THE PLAYERS

HEY BROTHER

The NFL is a family game for players, coaches and fans. Not only can they all share the experience, but brothers also can share the field and sidelines.



Mike (left) and Maurkice (right) Pouncey

New England is the only team in the NFL which has two sets of brothers sharing a locker room – tight end ROB **and fullback** GLENN GRONKOWSKI**, along with rookies** CODY **and** JACOB HOLLISTER**. Brothers** MATT **and** RYAN KALIL **are the only other teammate brothers in the NFL this season and they will share space on the offensive line in Carolina.**

Pittsburgh rookie linebacker T.J. WATT**, who was drafted in the first round of the 2017 NFL Draft, joins** DEREK **(fullback, Los Angeles Chargers) and** J.J. **(defensive end, Houston) as the third Watt brother in the NFL. The** FULLERs **– New Orleans wide receiver** COREY**, Washington cornerback** KENDALL **and Chicago cornerback** KYLE **– are the only other set of three brothers currently in the league.**

On Kickoff Weekend, Seattle defensive end MICHAEL BENNETT **will face his brother, Green Bay tight end** MARTELLUS BENNETT**, who signed witht the Packers this offseason.**

SOME NOTABLE 2017 NFL BROTHERS,
INCLUDING WHEN THEY PLAY EACH OTHER IN THE REGULAR SEASON

BENNETT	TE Martellus, GB DE Michael, Sea.	SEA @ GB 9/10	MARTIN	C Nick, Hou. G Zack, Dal.	
COLQUITT	P Britton, Cle. P Dustin, KC		MATTHEWS	T Jake, Atl. C Mike, Pit.	
DAVIS	TE Vernon, Was. CB Vontae, Ind.		MC COURTY	S Devin, NE CB Jason, Cle.	
FULLER	WR Corey, NO CB Kendall, Was. CB Kyle, Chi.	CHI @ NO 10/29 WAS @ NO 11/19	MC COWN	QB Josh, NYJ QB Luke, Dal.	
GRONKOWSKI	FB Glenn, NE TE Rob, NE		NASSIB	DE Carl, Cle. QB Ryan, NO	
HOLLISTER	WR Cody, NE TE Jacob, NE		PAGANO	HC Chuck, Ind. Asst. John, Oak.	
KALIL	T Matt, Car. C Ryan, Car.		POUNCEY	C Maurkice, Pit. C Mike, Mia.	
KENDRICKS	LB Eric, Min. LB Mychal, Phi		WATKINS	CB Jaylen, Phi. WR Sammy, Buf.	
LONG	DE Chris, Phi. G Kyle, Chi.		WATT	FB Derek, LAC DE J.J., Hou. LB T.J., Pit.	PIT @ HOU 12/25

THE PLAYERS

WHO'S YOUR FAVORITE PLAYER TO WATCH?

In the NFL, there are great athletes all over the field. There are certain guys, however, that are so mesmerizing to watch that opposing team players can't help but admire their toughest competition.

So, who did NFL players select as their favorite player to watch?

New England Patriots quarterback and Super Bowl LI MVP TOM BRADY **is a popular choice among his fellow players.**

"He's poetic and fiery at the same time," says Chicago Bears tight end ZACH MILLER **about Brady. "He plays with a ton of passion and enjoys it. It's almost poetic to watch him out there and dish the ball around."**

"His poise – and the way he carries himself – is incredible," adds Green Bay Packers cornerback DAMARIOUS RANDALL **about Brady. "I grew up a Patriots fan and to see his success over the years is great."**



Cardinals CB Patrick Peterson

A SAMPLING OF NFL PLAYERS' FAVORITE PLAYERS TO WATCH	
PLAYER, TEAM	PLAYER HE LIKES TO WATCH
Martellus Bennett, Green Bay	"Michael Bennett**. He's the best defensive player in the NFL. There's no way around it."**
Jurrell Casey, Tennessee	"J.J. Watt**. I love his mindset. He goes full every game and, as a fellow defensive lineman, I like to watch his battles."**
Landon Collins, NY Giants	"Ha Ha Clinton Dix **because he is one the best free safeties in the league and he just loves the game so much."**
Andy Dalton, Cincinnati	"Aaron Rodgers **because he has one of the biggest arms, he can create plays and he does it all."**
Robbie Gould, San Francisco	"Odell Beckham, Jr. **He's probably the most electrifying player at any position in the game."**
Tony Jefferson, Baltimore	"Patrick Peterson**. He follows the best receiver every game, and he does a heck of a job at it."**
David Johnson, Arizona	**"I would say** Le'Veon Bell **because of his ability to be patient as a runner and because of how effective he is as a receiver out of the backfield, running routes and catching the ball."**
Brandon LaFell, Cincinnati	"Julio Jones **because you don't see too many guys with that size that can run and jump. He can do it all. He's just a freak of nature."**
Zach Miller, Chicago	"Tom Brady**. He's poetic and fiery at the same time. He plays with a ton of passion and enjoys it. It's almost poetic to watch him out there and dish the ball around."**
Brian Peters, Houston	**"I enjoy watching** Luke Kuechly**, just from his anticipation, communication and the speed he plays with. I really enjoy watching him play."**
Damarious Randall, Green Bay	"Tom Brady**. His poise – and the way he carries himself – is incredible. I grew up a Patriots fan and to see his success over the years is great."**
Robert Woods, LA Rams	"DeSean Jackson **because of the way that he plays the receiver position."**

THE PLAYERS

WHY I CHOSE MY NUMBER

For some NFL players, their jersey number is just a number. But for others, it carries a special significance.

Oakland Raiders quarterback DEREK CARR **and Houston Texans cornerback** ROBERT NELSON **chose their numbers because of two Pro Football Hall of Famers.**

Carr selected the No. 4 because of BRETT FAVRE **and how he played the game while Nelson selected the No. 21 because** DEION SANDERS **is his all-time favorite player.**

"That means the world to me because I wear No. 4 because of you," Carr said after Favre told him that he loves watching him play. "I love the way that you played and I was able to watch it first-hand growing up. That means everything to me. You have no idea."

THE REASONING BEHIND SOME NFL PLAYERS' NUMBERS			
PLAYER, TEAM	POS.	NO.	EXPLANATION
Christian Covington, Houston	DE	95	Covington selected his number because it is his high school football number (56) upside down.
Corey Davis, Tennessee	WR	84	Davis requested 84 because of ties to his grandfather's birthday.
Bucky Hodges, Minnesota	TE	84	Hodges selected 84 because Randy Moss was his favorite player growing up.
Latavius Murray, Minnesota	RB	25	Murray requested 25 after signing with the Vikings to honor his best friend and former college teammate, Jonathan Diaz, who passed away last Thanksgiving.
Danny Shelton, Cleveland	DL	55	Shelton switched to 55 in tribute to his late brother, Skeevie, who wore the number and because of legendary Polynesian LB Junior Seau.
D.J. Swearinger, Washington	S	36	Swearinger chose 36 to honor former Redskins Pro Bowl safety Sean Taylor.
Michael Thomas, LA Rams	WR	88	Thomas switched from 13 to 88 to honor his late grandmother, whose favorite number was 88.



SOLOMON THOMAS**, the No. 3 overall pick of the 49ers in the 2017 NFL Draft, spent time training with the recently-retired DeMarcus Ware. Because of Ware's impact, Thomas changed his 49ers jersey from 96 to 94 – Ware's number when he played – to pay homage to his new mentor.**

MITCHELL TRUBISKY**, the No. 2 overall selection in the 2017 NFL Draft, chose 10 because that is the number his father wore throughout high school and college.**



VISITOR'S PASS: FAVORITE NFL STADIUMS

It's great to have home-field advantage, but road trips have their perks, too. Traveling to stadiums that pride themselves on unique weather conditions, loyal fans and rich traditions can present excellent opportunities for the visiting team to rise to the challenge. Plus, for some players, it means heading back to your hometown or bringing back Super Bowl-winning memories.

Below is a sampling of some NFL players' favorite road stadiums:

PLAYER, TEAM	FAVORITE AWAY STADIUM AND REASON
Anthony Castonzo, Indianapolis	"My favorite road stadium I've played in is Green Bay's LAMBEAU FIELD because of the atmosphere. It felt like the whole town was kind of gearing up for the game. It was just a cool atmosphere."
Kirk Cousins, Washington	"SOLDIER FIELD because I'm from Chicago originally and I grew up a Bears fan. So I like going back to where I grew up and I have a lot of family and friends who come to that game."
Christian Covington, Houston	"GILLETTE STADIUM in New England. You know you're heading in there for a battle every time. The atmosphere is great, the team you're going against is a great team."
Vernon Davis, Washington	"I'd have to say Seattle's CENTURYLINK FIELD. I love playing in Seattle because the fans are really into it. They're always loud. It's hard to hear. It's just an exciting environment to play in. When you're in that stadium, it reminds you of everything that football is supposed to be. That's what it's supposed to be. It's supposed to be that loud, with that much noise, and the fans are really supposed to be into it.
Bradley Pinion, San Francisco	"METLIFE STADIUM in New York. The atmosphere is amazing. I also enjoyed playing there because it seems like a true stadium, with no openings on either end zone."
Jay Prosch, Houston	"I'd say Minnesota's U.S. BANK STADIUM. This past year at the new stadium, it was just an awesome atmosphere. It was really exciting. It was a cool place."
Lane Taylor, Green Bay	"AT&T STADIUM. The atmosphere is always electric. You're in Dallas with this national audience, large fan base and they have good turf. It's really a big factor when playing somewhere."
Danny Woodhead, Baltimore	"There are three places that stand out. They are Kansas City's ARROWHEAD STADIUM, Denver's SPORTS AUTHORITY FIELD AT MILE HIGH and Seattle's CENTURYLINK FIELD. All of them are great because of how crazy the fans are. Those are awesome atmospheres and they just have passionate fans that make it great."



Bears TE ZACH MILLER cites Pittsburgh's HEINZ FIELD (right) as his favorite stadium.

"It's just a good football atmosphere. It's a cool city. And then you have crazy fans, with just good football history. I like playing there."



THE PLAYERS

QUARTERBACKS OF THE FUTURE


Southern California QB Sam Darnold

The success of a team often hinges on the production at the quarterback position.

GIL BRANDT, who oversaw the Dallas Cowboys' personnel department for 29 years and currently shares his gridiron knowledge as a senior analyst for NFL.com, sees plenty of quarterback talent coming up the pike.

"The quarterbacks we see in college now are so much more developed passers than the quarterbacks we saw 25 years ago, simply because teams are throwing the ball so much more at the high school and collegiate level," says Brandt. "The increase of personal quarterback coaches can also be attributed to quarterbacks being NFL-ready at a younger age."

BRANDT'S CHOICES FOR TOP QBS IN COLLEGE TODAY (LISTED ALPHABETICALLY)

QUARTERBACK	HT/ WT	BRANDT'S ANALYSIS
Josh Allen, Wyoming	**6-5/225**	**"He was small and not very tall coming out of a small high school program, so the only places that recruited him were junior college. He's a three-year player and he reminds me a lot of Carson Wentz of the Eagles, background wise, from the time he came out of high school to where he is at Wyoming right now."**
Jake Browning, Washington	**6-2/210**	**"Jake had 43 touchdown passes and just nine interceptions in 2016. He's very athletic – he can run as well as throw it. He has a strong arm, he's an outstanding leader and he will be a good NFL player."**
Sam Darnold, Southern California	**6-4/225**	**"He started the last nine games of the season last year and they had eight wins. He has a very strong arm and is very athletic. He completed 67 percent of his passes, which is unheard of for a first-year player, and threw 31 touchdowns. This guy's really good."**
Luke Falk, Washington State	**6-4/215**	**"He is a four-year player. He started 12 games in 2016, had 38 touchdowns and completed 70 percent of his passes. He plays in a pass-friendly system and started his career as a walk-on."**
Lamar Jackson, Louisville	**6-3/200**	**"Lamar was the youngest player to win the Heisman Trophy last season. He's very athletic. He threw for 30 touchdowns and only nine interceptions last year, but his forte is running it and he ran for 1,571 yards and 21 touchdowns."**
Tanner Lee, Nebraska	**6-4/225**	**"He's a transfer from Tulane and he has two years of eligibility left. He should help Nebraska win at least nine games this year. He has very good arm talent and he's very smart."**
Josh Rosen, UCLA	**6-4/210**	**"Josh is a true three-year player. He only played six games last year because of a shoulder injury, but he's very smart, has an excellent arm and is athletic. He has rare skills. I think he's a good NFL prospect."**
Mason Rudolph, Oklahoma State	**6-5/230**	**"He had 28 touchdown passes last year and only four interceptions. He'll break OSU's records this fall. He has a very good arm but needs some work on his accuracy."**

THE PLAYERS

FOOTBALL REMAINS MOST POPULAR HIGH SCHOOL SPORT

Football continues to lead the high school sports landscape with more than one million participants for the 18th consecutive year.

The number of boys playing high school football – totaling 11, nine, eight and six-player teams – led all sports with 1,112,251 participants, according to the most recently published National Federation of State High School Associations participation survey (2015-16 school year).

The 1,112,251 boys involved in the sport account for approximately 25 percent of the 4,544,574 boys that participate in athletics and is significantly larger than the next most-played sport, outdoor track and field, in which 591,133 boys participated.

MOST POPULAR BOYS HIGH SCHOOL SPORTS

SPORT	NO. OF PARTICIPANTS
Football	*1,112,251*
Outdoor Track and Field	591,133
Basketball	546,428
Baseball	488,815
Soccer	440,322

Texas is home to the most high school student-athletes playing 11-man football with 163,835 participants. Texas also ranked in the top five states for the most players selected in the 2017 NFL Draft with 24.

STATES WITH DOUBLE-DIGIT PLAYERS SELECTED IN 2017 NFL DRAFT

STATE	PLAYERS DRAFTED
Georgia	29
Florida	27
California	26
Texas	24

STATE	PLAYERS DRAFTED
Louisiana	16
Ohio	16
Pennsylvania	11
Illinois	10

A total of 242 high schools contributed to the 253 players selected in the 2017 draft. Twelve high schools had two players selected in the 2017 NFL Draft.

HIGH SCHOOLS WITH MULTIPLE PLAYERS DRAFTED BY NFL CLUBS IN 2017

HIGH SCHOOL	TOTAL	PLAYERS (NFL TEAM/ROUND)
Cass Technical (Detroit, MI)	2	Jourdan Lewis (Dallas/3); Delano Hill (Seattle/3)
Cypress Bay (Weston, FL)	2	Danny Isidora (Minnesota/5); Matthew Dayes (Cleveland/7)
Dacula (Dacula, GA)	2	Alex Armah (Carolina/6); Corey Levin (Tennessee/6)
Ensworth (Nashville, TN)	2	Corn Elder (Carolina/5); Conor McDermott (New England/6)
Gainesville (Gainesville, GA)	2	Jeremiah Ledbetter (Detroit/6); Deshaun Watson (Houston/1)
Hebron (Carrollton, TX)	2	Jamal Adams (New York Jets/1); Deatrich Wise (New England/4)
John Curtis Christian (New Orleans, LA)	2	Duke Riley (Atlanta/3); Malachi Dupre (Green Bay/7)
Lakewood (Saint Petersburg, FL)	2	Shaquill Griffin (Seattle/3); Rodney Adams (Minnesota/5)
Long Beach Poly (Long Beach, CA)	2	JuJu Smith-Schuster (Pittsburgh/2); Jayon Brown (Tennessee/5)
Pickerington North (Pickerington, OH)	2	Pat Elflein (Minnesota/3); Jake Butt (Denver/5)
Saint Rita (Chicago, IL)	2	Kenny Golladay (Detroit/3); Pat O'Connor (Detroit/7)
West Monroe (West Monroe/LA)	2	Cam Robinson (Jacksonville/2); Xavier Woods (Dallas/6)

NFL PLAYER ENGAGEMENT PROGRAMS

NFL Player Engagement influences and impacts the culture and values within the NFL and its community while assisting in the personal and professional growth of the players and their families during and beyond their NFL experience.

"Player Engagement accomplishes its mission through direct player and peer-to-peer engagement of the NFL player community with innovative program and service offerings that meet the dynamic needs of the athletes and their families," says NFL Senior Vice President of Player Engagement ARTHUR MC AFEE**.**

"This is really to create players and develop them so that when they do make the transition out of football, they're better prepared," adds Miami Dolphins Owner STEPHEN ROSS**. "I think every owner should have the responsibility of developing them not only as football players, but also after their careers and as people."**

The Player Engagement department has four focal points: Continuing Education**,** Financial Education**,** Career Development**, and** Total Wellness**.**

The National Football League Continuing Education Program **assists current and former NFL players in completing their undergraduate degree, pursuing graduate studies and utilizing other educational opportunities to prepare for life after football.**

The Financial Education Program **provides players with engaging and unbiased education through programs and seminars that will improve the financial decision-making ability of players. The program is primarily made up of three components:**

- **Rookie Programming**
- **Financial Education Seminars**
- **The Personal Finance Boot Camp**

"You are making an investment in yourself," says Kansas City Chiefs safety ERIC BERRY **on his experience at this year's Personal Finance Boot Camp. "You get a head start and a crash course on how to put your financial plan together and execute it."**

The Career Development Program **provides players with professional development training (brand assessment, presentation skills, training, business etiquette, resumé writing, and interview skills) to facilitate their growth as public figures and their transition out of professional football and into a desired second career. These trainings include:**

- **Corporate job shadows and internships both domestically and internationally**
- **Boot camps as introductions to post-playing experience career opportunities**
- **Development opportunities within football**
- **Individual career mentoring**
- **Bridge to Success Program to help post-playing transition**

THE PLAYERS



Total Wellness **(left) assists players with programs and resources centered around health and safety, leadership, performance, personal, psychological and physical wellness. These resources include:**

- **Player assistance and counseling services through Cigna**
- **Independent confidential support through NFL Life Line**
- **Former Player Transition Coaches**
- **NFL Fatherhood Initiative**

"I want to learn as much as possible," says NFL Legend LANCE MOORE**. "I want to get better at writing and the journalistic side of things. Hopefully I'll be able to parlay that into being successful at the Broadcasting Boot Camp and eventually get a gig, whether that be on TV or the radio."**

Additionally, Player Engagement offers current and former players internship opportunities at the NFL Offices in Canada, China, London, Mexico and the United States. Among many benefits, these internships allow players to gain professional experience and a better understanding of the NFL's business functions.

This offseason, Oakland Raiders defensive end JAMES COWSER **(right) participated in an internship at the NFL's office in Shanghai. While there, Cowser spent time assisting at youth camps and worked towards growing NFL China's digital presence.**



"I am very grateful to the league's Player Engagement department for arranging my internship," says Cowser. "The Shanghai staff is so good at what they do and are some of the hardest working people I have seen."

NFL Player Engagement reaches more than 2,000 NFL players and spouses each year through these various programs and services.

For more information on NFL Player Engagement, www.nflplayerengagement.com.

SUMMARY OF NFL PROGRAMS & BENEFITS FOR NFL LEGENDS

The National Football League recognizes the enormous contributions former players – NFL Legends – have had in the development and success of the league. The league has many resources that are available for NFL Legends in their post-playing years. These include opportunities to network and engage with the league, transition assistance and continuing education programs, as well as dozens of collectively-bargained benefits.

Below is a sampling of league resources available for NFL Legends:

NFL LEGENDS COMMUNITY

The NFL Legends Community was launched in July 2013, with the objective of celebrating, embracing and connecting former players with each other, their former teams and the NFL. The NFL Legends Community provides unique opportunities for Legends to engage year-round and includes:

- Club Events **– From Homecoming celebrations to Legends golf tournaments, more than 2,100 Legends participated in events hosted by their former teams in 2016.**
- Legends Lounge **– The Legends Lounge is a free and private hospitality space open exclusively to current and former NFL players. Available at major NFL calendar events, it is a place for the game's greats to relax and reengage with other players.**
- Legends Newsletter **– A monthly newsletter designed to keep the Legends Community informed on upcoming offers, events and opportunities available for them. Additionally, the newsletter highlights what Legends are doing beyond the game and success they have found in their post-playing days.**
- League Events **– The Legends Community hosts recently retired players at the NFL offices in New York City as part of continuous efforts to connect them with each other, their former teams and the league. While there, Legends will hear from league and team executives, participate in networking opportunities and learn about the initiatives and programs specifically designed for them.**
- Lunch & Learns **– The Legends Lunch and Learn series consists of an interactive hour-long lunch where they can learn more about the Legends Community.**

To date, more than 5,700 Legends are registered in the Legends Community.

For more information on the Legends Community, visit www.NFLLegendsCommunity.com or email NFLLegends@NFL.com.

PRO FOOTBALL RETIRED PLAYERS ASSOCIATION

The Pro Football Retired Players Association (PFRPA) and its business arm, the Football Greats Alliance (FGA), have been working to vet health and welfare benefits that are of interest to its members, as well as creating revenue generating partnerships with leading brands including Fanatics, VISA, Nike, DirecTV and others which will help drive future member benefits. In April, the PFRPA began notifying and enrolling members in the first-ever dental insurance program (administered by MetLife). This program offers unprecedented coverage for players that effectively retired by July 2013. For those players that retired after August 2013, they are eligible to opt into PFRPA membership and will be eligible for the PFRPA Dental Plan after their NFL-offered dental plan expires.

NFL PLAYER CARE FOUNDATION

The Player Care Foundation (PCF) is an independent organization dedicated to helping retired players improve their quality of life. The PCF addresses all aspects of life by providing programs and assistance with medical, emotional, financial, social and community issues. Since its inception in 2007, the PCF has helped more than 950 former players with more than $12 million in financial grants.

OTHER PROGRAMS

Other groups affiliated with the NFL also offer programs to benefit former players. The NFL Alumni Association's mission is to "serve, assist and inform its members to enrich their post NFL lives." The Gridiron Greats Assistance Fund provides financial grants and "pro bono" medical assistance to retired players in dire need. Finally, the TRUST, powered by the NFLPA, is committed to the well-being of former players and works to meet each individual where he is in his transition off the playing field. For more information on the programs and services provided by the NFLPA for both active and former players, go to www.nflpa.com.

BENEFITS

ASSISTED LIVING BENEFIT

Any former player is eligible for the Assisted Living Benefit which provides special discounts and preferred access in more than 500 communities around the country. There is particular care for those individuals with Alzheimer's and other memory impairment diseases.

CONTINUING EDUCATION PROGRAM (CEP)

The NFL Continuing Education Program (CEP) assists current and former NFL players with completing their undergraduate degree, pursuing graduate studies and utilizing other educational opportunities to prepare for life after football. Former players with a minimum of one credited season also may be eligible for a tuition reimbursement benefit to help with the costs of continuing their education.

DISABILITY BENEFITS

The NFL Player Disability Plan provides three kinds of disability benefits: Total & Permanent Disability benefits, Line of Duty Disability benefits and Neurocognitive Disability benefits. A nationwide panel of expert physicians have been retained and are instructed to examine applicant players fully and fairly. The plan's medical director, who is a physician, also has been hired with the authority and responsibility to oversee the panel of doctors as well as act as a voting member of the Disability Initial Claims.

JOINT REPLACEMENT PROGRAMS

The NFL Joint Replacement Program provides medical and financial resources to retired players who are uninsured or lack the financing to have joint replacement surgery.

NEUROLOGICAL CARE

The NFL Neurological Care Program has neurological specialists available at five medical centers to evaluate and treat possible neurological conditions among retired players. The program will assist players with coordinated care at excellent healthcare facilities nationwide.

NFL LIFE LINE

The NFL Life Line (800-506-0078) is a free, independent and confidential phone consultation service available to all NFL Legends, their wives and other family members who may need assistance with matters such as spousal and child safety, mental and physical health, lifestyle and transition in their post-NFL life. NFL Life Line is available 24 hours a day, seven days a week, 365 days a year. All calls are strictly confidential and not shared with the league office, teams or any related entity.

NFL PLAYER BENEFITS WEBSITE

NFL Legends have a one-stop shop for player benefits at NFLPlayerBenefits.com. The website contains pension, 401(k) and other benefit plan information along with the ability to apply for benefits online and an easy-to-read view of current benefit eligibility.

SPINE TREATMENT BENEFIT

The Spine Treatment Program provides facilitated access to five premier medical centers specializing in spine care to ensure that retired players seeking evaluation and possible treatment of their spine receive top flight care.

NFL LEGENDS BUSY & SUCCESSFUL IN POST-PLAYING CAREERS

The NFL is proud of its thousands of elite player alumni – NFL LEGENDS – who have moved on to successful careers in business, public service, coaching, medicine, education and the law.

Former NFL defensive tackle CURT JARVIS, who played for Tampa Bay from 1987-1990, quickly turned to his second biggest interest when his NFL playing days came to an end.

After retirement, Jarvis went back to finish his degree at the University of Alabama and began pursuing a career as a pilot. Today, Jarvis remains a pilot for Delta Airlines, flying a 767-400.

Jarvis, who says most of his trips are to Europe and South America, frequently leans on the values and lessons he learned while playing in the NFL, and stresses he wouldn't be where he is today without the support system he's been fortunate to have by making connections throughout the years.

"It was a lot of hard work and I had a great support team that helped me with my career change," says Jarvis.

To top it off – the 17-year veteran flyer and former Alabama defensive lineman even piloted the Alabama football team to California and the BCS Championship back in 2013.

In 2006, former NFL great AL "BUBBA" BAKER, who played for Detroit, St. Louis, Cleveland and Minnesota from 1978-1990, and his wife, Sabrina opened Bubba's-Q World Famous Bar-B-Q & Catering in Avon, Ohio. That same year, Bubba and his daughter, Brittani, became business partners before pursuing patents for their top item in the restaurant, their boneless ribs.

Seven years later, in 2013, the father and daughter team pitched their patented product to a national audience on ABC's hit television show *Shark Tank*. They received glowing reviews from the "Sharks" and were offered deals from both Kevin O'Leary and Daymond John, ultimately partnering with John.

"The NFL was like getting my MBA from The Wharton Business School of the University of Pennsylvania and being around Daymond John from *Shark Tank* these last few years has been like an internship with a Fortune 100 company," says Baker. "It requires a detailed business plan, with the ability to audible and change at halftime depending on how that plan is going."

Since appearing on *Shark Tank*, Baker has been seen on QVC, *Good Morning America*, Deals & Steals, Zulily, Costco.com and SamsClub.com.

"Being a team player is critical in any business, just like the NFL, and we have to execute at 100 percent every day," says Baker. "In business, success is sharing in profits and growing the company. In the NFL, the ultimate goal is to win the Super Bowl. They both require commitment!"

THE PLAYERS

WHERE ARE NFL LEGENDS NOW?

The below list is just a sampling of what some former NFL players are doing in their second – or even third – careers:

PLAYER	TEAM(S)	CURRENT CAREER POSITION (LOCATION)
Wayne Anderson	Bills, Chiefs	Member Services Representative at the Tennessee Municipal League Risk Management Pool (TN)
Jeff Backus	Lions	Chief Project Manager at Maven Development (MI)
Al “Bubba” Baker	Lions, Cardinals, Browns, Vikings	Owner of Bubba Q’s World Famous Bar-B-Q (OH)
Hank Baskett	Eagles, Colts, Vikings	Co-Owner of Denial Esports (US)
Greg Bishop	Giants, Falcons	Special Education Aide and Assistant Football Coach, Lodi HS (CA)
Chase Blackburn	Giants, Panthers	Carolina Panthers, Assistant Special Teams Coach (NC)
Terry Brown	Cardinals, Vikings, Browns	State Farm Insurance agent (OK)
Dave Casper	Raiders, Oilers, Vikings,	Financial Representative for Northwestern Mutual (MN)
Larry Centers	Cardinals, Redskins, Bills, Patriots	Owner of LV Associates real estate company (TX)
Dameyune Craig	Panthers	Florida State University, Quality Control Assistant (FL)
Louis D’Agostino	Jets	President of Iron Cove Partners (NY)
Brad Daluiso	Falcons, Bills, Broncos, Giants, Raiders	SVP, Morgan Stanley Private Wealth Management (CA)
Jake Delhomme	Saints, Panthers, Browns, Texans	Board member for Mid-South Bank (LA)
Koy Detmer	Eagles	Mission High School, Athletic Coordinator and Head Coach (TX)
Doug Donley	Cowboys	President of Advantage Hole in One (TX)
DJ Dozier	Vikings, Lions	Assistant Principal at Ali Karouse Middle School (WA)
Henry Ellard	Redskins, Patriots, Rams	Head Football Coach, San Antonio Christian School (TX)
Hank Fraley	Eagles, Browns, Rams	UCLA, Offensive Line Coach (CA)
Todd Franz	Browns, Saints, Packers, Redskins	Real estate professional at Keller Williams Realty (OK)
Ron Ferrari	49ers	Principal at Bessemer Trust (CA)

THE PLAYERS

PLAYER	TEAM(S)	CURRENT CAREER POSITION (LOCATION)
La'Roi Glover	Raiders, Saints, Cowboys, Rams	New York Jets, Assistant Defensive Line Coach (NY)
Peter Gogolak	Bills, Giants	Senior Sales Director, RR Donnelley Financial Solutions (NY)
Quinn Gray	Jaguars, Chiefs	Lincoln High School, Head Football Coach (FL)
Nick Greisen	Giants, Jaguars, Ravens	Director of Business Development, PFS (IL)
Pep Hamilton	Colts, Browns, Jets, 49ers, Bears	University of Michigan, Passing Game Coordinator (MI)
John Janata	Bears	Firefighter and engineer (PA)
Curt Jarvis	Buccaneers	Pilot for Delta Airlines (AL)
Terry Jones	49ers, Ravens	South Cobb High School, Head Football Coach (GA)
Virgil Livers	Bears	Vice Principal at Bowling Green High School (KY)
Dr. Ken MacAfee II	49ers	Oral surgeon (MA)
Sam Madison	Dolphins, Giants	St. Thomas Aquinas Football Staff, Defensive Backs Coach (FL)
Phil McConkey	Giants, Packers, Cardinals, Chargers	President of Academy Securities Inc. (CA)
Thomas Miller	Eagles, Redskins, Packers	Equity Partner in Monarch Title (VA)
Derrick Morgan	Titans	Founder of Opportunity Ecosystem (GA)
Phil Olsen	Rams, Broncos	President of Know Your Strengths (UT)
Benny Perrin	Cardinals	BB Perrins Sports Bar and Grill (AL)
Evan Royster	Redskins	EverFi Inc. (DC)
DeMeco Ryans	Texans, Eagles	San Francisco 49ers, Quality Control Assistant (CA)
Jerome Sally	Giants, Colts, Chiefs	Assistant Principal, Hickman HS (MS)
Ernie Sims	Lions, Eagles, Colts, Cowboys	Owner of the Ernie Sims Big Hits performance training facility (FL)
Joey Smith	Giants	Jacksonville Sharks, Defensive Coordinator (FL)
Jason Taylor	Dolphins, Redskins, Jets	St. Thomas Aquinas Football Staff, Defensive Line Coach (FL)
Bruce Walton	Cowboys	Vice President of the Competitor Group (CA)
David White	Bills, Patriots	Educational Development Director at the State University of New York-Fredonia campus (NY)
Anthony Wright	Cowboys, Ravens, Bengals, Giants	Hough High School, Volunteer Football Coach (NC)
Todd Yoder	Buccaneers, Jaguars, Redskins	Calvary Christian High School, Director of Athletic Personnel and Head Football Coach (FL)

THE PLAYERS

ACTIVE STAT LEADERS

TOP 10 ACTIVE PASSERS
(1,000 OR MORE ATTEMPTS)

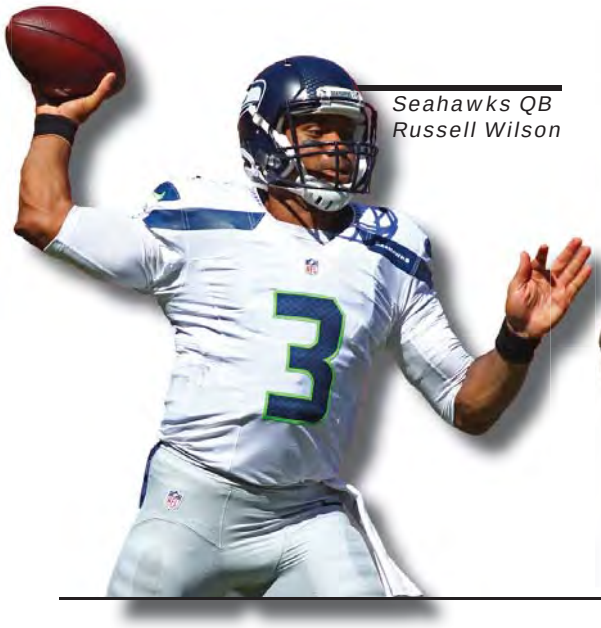
PLAYER	ATT.	COMP.	COMP. %	YARDS	TD	INT	RATING
1. Aaron Rodgers	4,657	3,034	65.1	36,827	297	72	104.1
2. Russell Wilson	2,281	1,476	64.7	18,193	127	45	99.6
3. Tom Brady	8,224	5,244	63.8	61,582	456	152	97.2
4. Drew Brees	8,758	5,836	66.6	66,111	465	220	96.3
5. Philip Rivers	5,917	3,811	64.4	45,833	314	156	94.7
6. Ben Roethlisberger	5,932	3,804	64.1	46,814	301	160	94.1
7. Matt Ryan	5,064	3,288	64.9	37,701	240	114	93.6
8. Kirk Cousins	1,556	1,025	65.9	12,113	72	42	93.6
9. Matt Schaub	3,274	2,093	63.9	24,867	133	90	89.1
10. Andy Dalton	3,060	1,920	62.7	22,214	142	81	89.1

TOP 10 ACTIVE RUSHERS

PLAYER	ATT.	YARDS	TD
1. Frank Gore	2,965	13,065	74
2. Adrian Peterson	2,418	11,747	97
3. Chris Johnson	2,118	9,537	55
4. Matt Forté	2,253	9,415	52
5. Marshawn Lynch	2,144	9,112	74
6. LeSean McCoy	1,898	8,954	60
7. DeAngelo Williams	1,730	8,096	61
8. Jamaal Charles	1,332	7,260	43
9. Jonathan Stewart	1,501	6,638	45
10. DeMarco Murray	1,420	6,515	43

TOP 10 ACTIVE PASS RECEIVERS

PLAYER	NO.	YARDS	TD
1. Larry Fitzgerald	1,125	14,389	104
2. Jason Witten	1,089	11,888	63
3. Anquan Boldin	1,076	13,779	82
4. Brandon Marshall	941	12,061	82
5. Antonio Gates	897	11,192	111
6. Antonio Brown	632	8,377	50
7. Greg Olsen	622	7,365	52
8. Pierre Garçon	564	7,068	37
9. Demaryius Thomas	546	7,704	52
10. Vincent Jackson	540	9,080	57



Seahawks QB
Russell Wilson



Jets RB
Matt Forté



Cardinals WR
Larry Fitzgerald

THE PLAYERS

TOP 10 ACTIVE SCORERS

PLAYER	TD	FG	PAT	TP
1. Adam Vinatieri	0	530	786(1#)	2,378
2. Sebastian Janikowski	0	414	557	1,799
3. Phil Dawson	1	404	480	1,698
4. Matt Bryant	0	334	485	1,487
5. Stephen Gostkowski	0	303	548	1,457
6. Mason Crosby	0	262	481	1,267
7. Robbie Gould	0	286	399	1,257
8. Nick Folk	0	239	335	1,052
9. Dan Carpenter	0	236	291	999
10. Matt Prater	0	216	348	996

#Two-point conversion

TOP 10 ACTIVE INTERCEPTORS

PLAYER	NO.	YARDS	TD
1. DeAngelo Hall	43	838	5
2. Terence Newman	41	360	3
3. Reggie Nelson	35	483	1
4. Aqib Talib	33	619	9
5. Brent Grimes	30	394	3
Dominique Rodgers-Cromartie	30	535	6
Richard Sherman	30	375	2
Tramon Williams	30	425	1
9. Darrelle Revis	29	466	3
10. Leon Hall	27	290	3

TOP 10 ACTIVE SACKERS

PLAYER	SACKS
1. Julius Peppers	143.5
2. Dwight Freeney	122.5
3. Terrell Suggs	114.5
4. Elvis Dumervil	99.0
5. Mario Williams	97.5
6. Trent Cole	90.5
7. Tamba Hali	89.5
8. James Harrison	81.5
Cameron Wake	81.5
10. J.J. Watt	76.0

TOP 10 ACTIVE PUNTERS
(50 PUNTS OR MORE)

PLAYER	PUNTS	AVG.	LG.
1. Shane Lechler	1,352	47.5	80
2. Thomas Morstead	467	47.0	70
3. Johnny Hekker	434	46.9	78
4. Sam Martin	282	46.9	72
5. Marquette King	357	46.7	72
6. Bryan Anger	430	46.7	73
7. Tress Way	196	46.4	77
8. Andy Lee	1,047	46.3	82
9. Drew Kaser	59	46.3	69
10. Matt Darr	182	46.0	70

TOP 5 ACTIVE KICKOFF RETURNERS
(40 OR MORE RETURNS)

PLAYER	NO.	YDS.	AVG.	TD
1. Cordarrelle Patterson	134	4,075	30.4	5
2. Jarvis Landry	47	1,275	27.1	0
3. Benny Cunningham	95	2,575	27.1	0
4. Knile Davis	73	1,960	26.8	2
5. Quintin Demps	110	2,931	26.6	2

TOP 5 ACTIVE PUNT RETURNERS
(40 OR MORE RETURNS)

PLAYER	NO.	YDS.	AVG.	TD
1. Travis Benjamin	77	916	11.9	3
2. Devin Hester	315	3,695	11.7	14
3. Julian Edelman	157	1,832	11.7	4
4. Jeremy Ross	78	874	11.2	1
5. Eric Weems	121	1,309	10.8	1

THE COACHES



WHAT TO LOOK FOR - THE COACHES

BILL BELICHICK, **New England, needs one league championship to join George Halas and Curly Lambeau as the only coaches in NFL history with six league championships since the NFL began postseason play in 1933. Belichick has five Super Bowl titles as a head coach, the most Super Bowl wins in NFL history.**

Belichick needs eight victories to pass Tom Landry (270) for the third-most total victories by a head coach in NFL history. In 22 seasons, Belichick has 263 career victories.

JOHN HARBAUGH, **Baltimore, needs five victories to reach 100 total wins in his career. In nine seasons, Harbaugh has 95 career victories.**

JACK DEL RIO, **Oakland, needs 12 victories to reach 100 total wins in his career. In 11 seasons, Del Rio has 88 career victories.**



Bill Belichick



John Harbaugh



Jack Del Rio

THE COACHES

BILL WALSH NFL DIVERSITY COACHING FELLOWSHIP



Established in 1987, the BILL WALSH NFL DIVERSITY COACHING FELLOWSHIP **provides NFL coaching experience to outstanding coaches from diverse backgrounds every year. The program, which was named after the man who conceived the idea – late Pro Football Hall of Fame head coach** BILL WALSH **(left) – exposes talented coaches from other levels of football and former players to the methods and philosophies of NFL coaching staffs. Walsh introduced the concept to the league in 1987 when he brought a group of minority coaches into his San Francisco 49ers' training camp.**

Steelers head coach MIKE TOMLIN**, who became the youngest head coach (36) in NFL history to win a Super Bowl when he led Pittsburgh to a victory in Super Bowl XLIII, interned with the Cleveland Browns in the summer of 2000 when he was the defensive backs coach at the University of Cincinnati.**

Tomlin is one of four current NFL head coaches – joining HUE JACKSON **(Cleveland),** MARVIN LEWIS **(Cincinnati) and** ANTHONY LYNN **(LA Chargers) – who is a graduate of the program.**

Lynn, who enters his first season as the head coach of the Los Angeles Chargers, began to consider coaching a viable post-career option following a conversation with Walsh during his playing career.

"He started talking to me about coaching," says Lynn of his conversation with Walsh. "He said, 'I've identified you as a coach in the National Football League and I want to tell you about my program for minority coaches.' And we begin this talk about coaching. I had never thought about coaching before but that's where the seed was planted. From that moment on, every team meeting I sat in, I started taking notes like a coach, I started preparing like a coach."

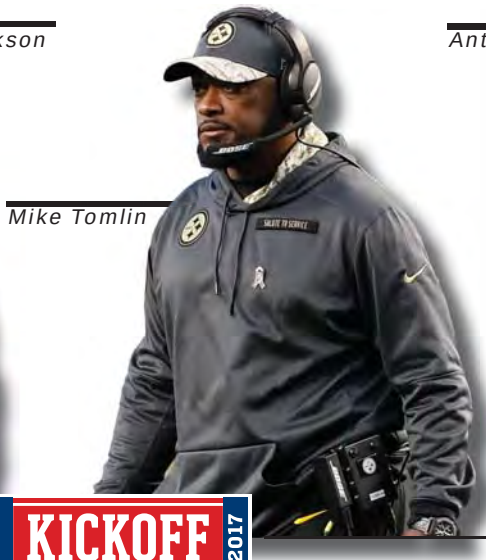
Carolina Panthers head coach RON RIVERA **knows the value of the program and serves on the Bill Walsh NFL Diversity Coaching Fellowship Advisory Council. The council is comprised of club presidents, general managers, head coaches and assistant coaches, who focus on developing a pipeline of diverse coaches, including former NFL players pursuing opportunities in the coaching profession.**



Marvin Lewis



Hue Jackson



Mike Tomlin



Anthony Lynn

THE COACHES

“The Bill Walsh NFL Diversity Coaching Fellowship is essential in creating opportunities,” says Rivera. “You can see the benefits of the fellowship program on virtually every coaching staff in the league and the education provided through the program has been invaluable in the development of young coaches who may not have received exposure to the NFL without it.”

The program has tutored more than 1,800 minority coaches through the years and has grown to the point that now every NFL team participates during offseason workout programs, minicamps and training camp.

<u>Active NFL head coaches who are graduates of the Bill Walsh NFL Diversity Coaching Fellowship</u>:

HEAD COACH	TEAM	INTERNSHIP
Hue Jackson	Cleveland	1990 with Los Angeles Rams
		1992 with Arizona
		1995 with Washington
Marvin Lewis	Cincinnati	1988 with San Francisco
		1991 with Kansas City
Anthony Lynn	Los Angeles Chargers	2000 with Denver
Mike Tomlin	Pittsburgh	2000 with Cleveland

2017 NFL MINORITY HEAD COACHES, ASSISTANT HEAD COACHES & COORDINATORS	
Keith Armstrong, Atlanta, Special Teams	Marquand Manuel, Atlanta, Defense
Teryl Austin, Detroit, Defense	Thomas McGaughey, Carolina, Special Teams
Michael Barrow, Seattle, Asst. Head Coach	John Mitchell, Pittsburgh, Asst. Head Coach
Edgar Bennett, Green Bay, Offense	Raheem Morris, Atlanta, Asst. Head Coach
Todd Bowles, NY Jets, Head Coach	Winston Moss, Green Bay, Asst. Head Coach
Frank Bush, Miami, Asst. Head Coach	Ken Norton, Oakland, Defense
Jim Caldwell, Detroit, Head Coach	Ron Prince, Detroit, Asst. Head Coach
Mike Caldwell, NY Jets, Asst. Head Coach	Kris Richard, Seattle, Defense
Romeo Crennel, Houston, Defense	Ron Rivera, Carolina, Head Coach
George Edwards, Minnesota, Defense	Terry Robiskie, Tennessee, Offense
Jon Embree, San Francisco, Asst. Head Coach	Kacy Rodgers, NY Jets, Defense
Leslie Frazier, Buffalo, Defense	George Stewart, LA Chargers, Asst. Head Coach
Harold Goodwin, Arizona, Offense	Eric Studesville, Denver, Asst. Head Coach
Richard Hightower, San Francisco, Special Teams	Mike Sullivan, New York Giants, Offense
Hue Jackson, Cleveland, Head Coach	Mike Tomlin, Pittsburgh, Head Coach
Vance Joseph, Denver, Head Coach	Steve Wilks, Carolina, Defense
Marvin Lewis, Cincinnati, Head Coach	Joe Woods, Denver, Defense
Anthony Lynn, LA Chargers, Head Coach	

THE COACHES

EXCITEMENT ABOUNDS AS NEW COACHES TAKE OVER

This season, six NFL teams – the Buffalo Bills, Denver Broncos, Jacksonville Jaguars, Los Angeles Chargers, Los Angeles Rams and San Francisco 49ers – welcome new head coaches.

BUFFALO BILLS HEAD COACH SEAN MC DERMOTT



McDermott was named the 20th head coach in Bills history this offseason with 19 years of NFL coaching experience. He spent the previous six seasons as defensive coordinator of the Carolina Panthers, helping guide the team to three division titles and an appearance in Super Bowl 50 during that span.

With McDermott as coordinator, Carolina's defense ranked second in the NFL in sacks (261), third in turnovers (169) and 12th in points per game (22.1) since 2011.

"We believe we have hired a smart, determined and hard-working head coach who has been training for many years to achieve this goal," says Bills Co-Owner TERRY PEGULA. "Sean is an ambitious leader who has the desire to lead this organization to compete for and ultimately win a Super Bowl. We look forward to working with Sean for many years to come."

Prior to joining the Panthers, McDermott spent 12 seasons with the Philadelphia Eagles, working his way up from a scouting administration coordinator to defensive coordinator. He began his coaching career as a graduate assistant with his alma mater William & Mary where he was also an All-Atlantic 10 Conference selection at safety as a senior in 1997.

GET TO KNOW COACH MC DERMOTT

A few of my hobbies are: **Working out and spending time with my family**
The last book I read was: **Chase the Lion by Mark Batterson**
One place I would like to travel to, but haven't yet, is: **Ireland**
My favorite food is: **Brownies and ice cream**
My favorite sports uniform, other than my own, is: **Nebraska Football**
The best football nickname is: **"The Boz" (Brian Bosworth)**
My most memorable football moment is: **Super Bowl 50**
One thing that should never change about NFL Football is: **Tackling**
My favorite college town is: **State College, PA (Penn State)**
As a child, the NFL team I followed was: **Philadelphia Eagles**
My favorite stadium, other than my own, is: **CenturyLink Field**
A player, former or current, who would make a great head coach is: **Troy Vincent**
The person who has influenced me the most is: **Jesus Christ**
If I wasn't coaching, I would be: **In a fishing boat on Sundays while everyone else is stressing out**
My favorite athlete as a child was: **Brian Bosworth**

THE COACHES

DENVER BRONCOS HEAD COACH VANCE JOSEPH



Joseph joins the Broncos with 18 years of collegiate and professional coaching experience, following a two-year NFL career as a defensive back. He spent last season as the defensive coordinator of the Miami Dolphins, helping lead the club to their first postseason appearance since 2008.

"Vance is a very good football coach and teacher who is ready for this opportunity," says Broncos Executive Vice President of Football Operations/General Manager **JOHN ELWAY**. "His leadership qualities, his vision for building a championship team and his ability to get the most out of players are off the charts. In talking with Vance, the culture that he believes in and the culture of our organization are closely aligned and focused on one thing: Winning."

During his lone season as Miami's defensive coordinator, Joseph's defense ranked fourth in the NFL on third down (36.2 percent) and totaled the sixth-most negative plays (107) in the league.

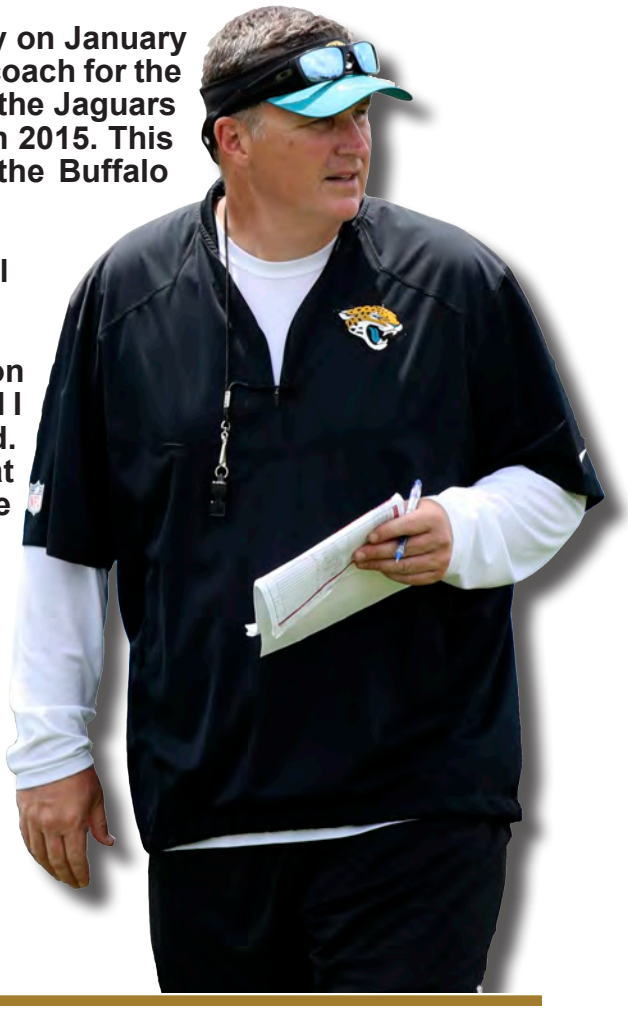
Joseph previously served as the defensive backs coach with the Cincinnati Bengals, Houston Texans and San Francisco 49ers after spending six seasons coaching in the college ranks. A Marrero, Louisiana native, Joseph was a three-year letterwinner as a quarterback at Colorado and went on to become a defensive back in the NFL with the New York Jets and Indianapolis Colts.

GET TO KNOW COACH JOSEPH

A few of my hobbies are: Golfing, traveling and spending time with my family
The last book I read was: David and Goliath by Malcolm Gladwell
Places I would like to travel to, but haven't yet, are: Africa and Italy
My favorite sports uniform, other than my own, is: The old Pittsburgh Pirates uniform with the pinstripes. It was my little league team jersey.
The best football nickname is: Billy "White Shoes" Johnson
My most memorable football moment is: Winning the Louisiana state title as a 14-year-old sophomore quarterback at Archbishop Shaw High School
One thing that should never change about NFL Football is: Playing on Sundays
My favorite college town is: Boulder, CO (University of Colorado)
As a child, the NFL team I followed was: New Orleans Saints
My favorite stadium, other than my own, is: CenturyLink Field in Seattle. The atmosphere is similar to college. It's loud, the fans are engaged and it's rocking from start to finish.
A player, former or current, who would make a great head coach is: Glover Quin, a safety I coached with the Houston Texans

THE COACHES

JACKSONVILLE JAGUARS HEAD COACH DOUG MARRONE



Marrone was named the fifth head coach in Jaguars history on January 9, 2017 after previously serving as the team's interim head coach for the final two games of the 2016 season. Marrone was hired by the Jaguars as the assistant head coach-offense/offensive line coach in 2015. This is Marrone's second stint as a head coach after leading the Buffalo Bills in 2013 and 2014.

"Doug's been here the last two years," says Jaguars General Manager **DAVE CALDWELL**. "I know the kind of person he is. I've spent the last two years working with him day in, day out. I think Doug's a great human being and great person and I think he learned how to handle different situations and I think it's going to make him a better coach this time around. He was able to identify quickly what went wrong and what needs to be fixed...The players really responded to him the last two weeks of the season."

Prior to joining the Bills, Marrone served as the head coach of his alma mater, Syracuse University, from 2009-12. He was also the offensive coordinator of the New Orleans Saints from 2006-08, where he directed an offense that led the NFL in total offense and passing yards in two of his three seasons.

Marrone was a sixth-round pick of the Los Angeles Raiders in the 1986 NFL Draft and played two seasons in the league before finishing his playing career in NFL Europe. He began his coaching career in 1992 at Cortland State as the school's tight ends coach.

GET TO KNOW COACH MARRONE

A few of my hobbies are: Reading and cooking
The last book I read was: The Vanishing American Adult by Benjamin E. Sasse
One place I would like to travel to, but haven't yet, is: Ireland
My favorite food is: Bone-in ribeye and mashed potatoes
My favorite sports uniform, other than my own, is: New York Yankees
The best football nickname is: "No-Name Defense" (1972 Miami Dolphins' defense)
My most memorable football moment is: My first year of high school football
One thing that should never change about NFL Football is: Credibility is defined by effort
My favorite college town is: Athens, GA (University of Georgia)
As a child, the NFL team I followed was: Detroit Lions
My favorite stadium, other than my own, is: Lambeau Field
A player, former or current, who would make a great head coach is: Any backup quarterback
The people who have influenced me the most are: My parents
If I wasn't coaching, I would be: A New York State Trooper
My favorite athlete as a child was: Graig Nettles

THE COACHES

LOS ANGELES CHARGERS HEAD COACH ANTHONY LYNN



Lynn joins the Chargers with a combined 24 years of NFL playing and coaching experience. He spent the past two seasons with the Buffalo Bills as the team's assistant head coach and offensive coordinator, including serving as the interim head coach for the final game of the 2016 season.

In both of Lynn's seasons in Buffalo, the Bills led the league in rushing yards (2,630 in 2016 and 2,432 in 2015) and rushing touchdowns (29 in 2016 and 19 in 2015). Prior to joining the Bills, he served as the running backs coach for the Dallas Cowboys (2005-06), Cleveland Browns (2007-08) and New York Jets (2009-14). Lynn also added the title of assistant head coach to his role with the Jets in 2014.

"We were all very impressed with Anthony from the beginning of his interview," says Chargers President of Football Operations **JOHN SPANOS**. "We set out to land the best head coach we could find and wanted someone who fit what our team needs in a head coach. It became clear right away that this man is a leader. His answers to tough questions obviously stuck out, but that wasn't the only thing. A lot of it was his demeanor and style. He was authentically passionate and we could all see he was a natural born leader."

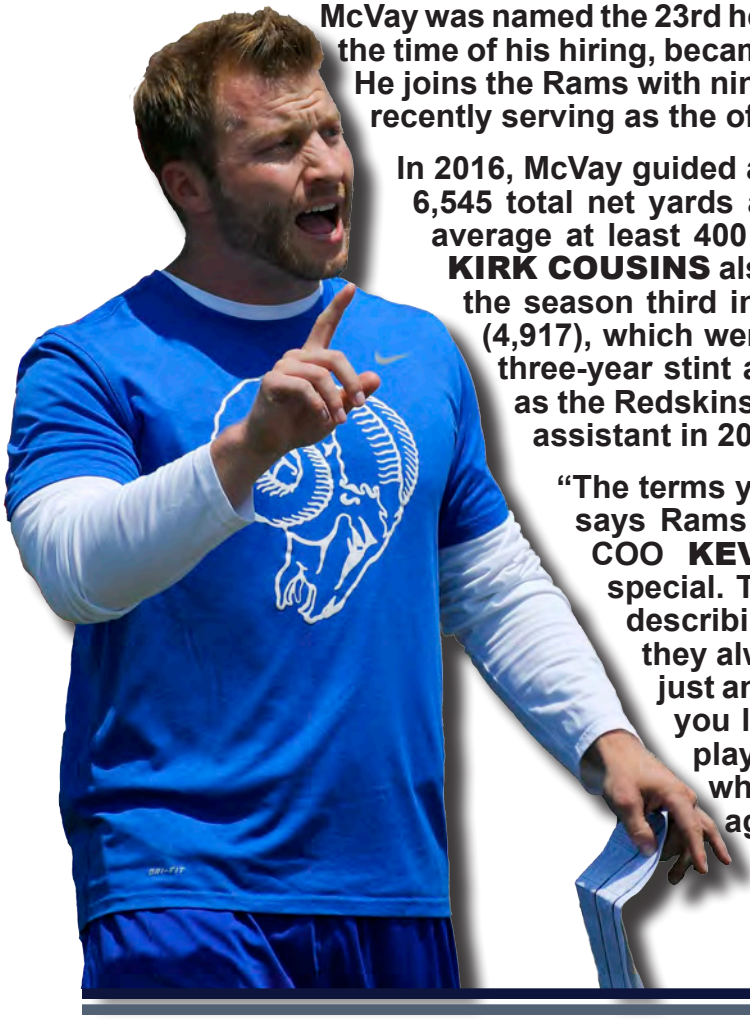
Lynn, a native of Celina, Texas, was an All-Southwest Conference running back in college at Texas Tech before signing with the New York Giants as an undrafted free agent in 1992. He played in 83 career games, including winning back-to-back Super Bowls (XXXII and XXXIII) with the Denver Broncos before retiring after the 1999 season and beginning his coaching career.

GET TO KNOW COACH LYNN

A few of my hobbies are: Golfing, reading, traveling and cooking BBQ
The last book I read was: Extreme Ownership by Jocko Willink and Leif Babin
One place I would like to travel to, but haven't yet, is: Dubai
My favorite food is: Soul Food: Candied yams, mac & cheese, cabbage, collard greens, homemade cornbread, neck bones, fried chicken, pork chops, etc.
My favorite sports uniform, other than my own, is: Texas Tech
The best football nickname is: The only one I've ever had is "Lieutenant!"
My most memorable football moment is: Super Bowl XXXII, first play of the game!
One thing that should never change about NFL Football is: Always take care of the players
My favorite college town is: State College, PA (Penn State)
As a child, the NFL team I followed was: Dallas Cowboys
My favorite stadium, other than my own, is: Arrowhead Stadium
A player, former or current, who would make a great head coach is: Chad Pennington
The person who has influenced me the most is: My mother, Betty Jackson
If I wasn't coaching, I would be: Custom home building
My favorite athlete as a child was: Walter Payton

THE COACHES

LOS ANGELES RAMS HEAD COACH SEAN MC VAY



McVay was named the 23rd head coach in franchise history and, at 30 years old at the time of his hiring, became the youngest head coach in modern NFL history. He joins the Rams with nine years of professional coaching experience, most recently serving as the offensive coordinator of the Washington Redskins.

In 2016, McVay guided a Redskins offense that set a franchise record with 6,545 total net yards and became the first team in franchise history to average at least 400 yards per game (403.4). Washington quarterback **KIRK COUSINS** also had a record-setting year under McVay, finishing the season third in the NFL in completions (406) and passing yards (4,917), which were both single-season franchise highs. Prior to his three-year stint as the team's offensive coordinator, McVay served as the Redskins tight ends coach from 2011-13 and as an offensive assistant in 2010.

"The terms you saw about Sean were 'brilliant,' 'genius,' 'star,'" says Rams Executive Vice President of Football Operations/ COO **KEVIN DEMOFF**. "Jon Gruden suggested he was special. Those are amazing adjectives when you talk about describing someone. When you ask people for the negatives, they always say, 'He's young.' We always looked at that as just another descriptive word. To me, the age factor, when you look at what the players said, this is about leading players. And their devotion to Sean, the way they feel, what you read about him, is to us what negated the age factor. They could believe in Sean as a leader."

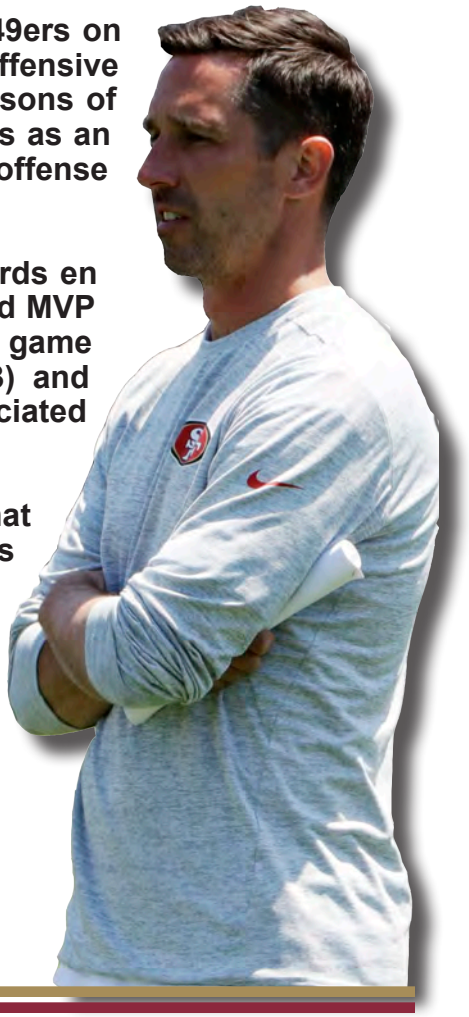
McVay played wide receiver at Miami (Ohio) University, where he earned Miami's Scholar-Athlete Award as a senior in 2007.

GET TO KNOW COACH MC VAY

A few of my hobbies are: Relaxing, working out, staying active and watching movies.
The last book I read was: <u>You Win in the Locker Room First</u> by John Gordon.
One place I would like to travel to, but haven't yet, is: Monaco.
My favorite sports uniform, other than my own, is: University of Michigan.
The best football nickname is: The Freak (Jevon Kearse).
My most memorable football moment is: Winning the division title in Washington in 2015. That was a special accomplishment that we had. We had some struggles in 2014, and then to come back in 2015, working under Coach (Jay) Gruden and finding a way to win the division and get into the playoffs, that was a special memory for us.
The person who has influenced me the most is: My dad, Tim McVay.
As a child, the NFL team I followed was: San Francisco 49ers. My grandfather served as a team executive.
My favorite college town is: Oxford, OH (Miami University).
A player, former or current, who would make a great head coach is: Peyton Manning.
My favorite athletes as a child were: Steve Young, Joe Montana and Jerry Rice.

THE COACHES

SAN FRANCISCO 49ERS HEAD COACH KYLE SHANAHAN



Shanahan was named the 20th head coach of the San Francisco 49ers on February 6, 2017 after spending the previous two seasons as the offensive coordinator of the Atlanta Falcons. He joins the 49ers with 13 seasons of coaching experience at the NFL level, including the past nine years as an offensive coordinator. In six of those nine seasons, Shanahan's offense has ranked in the top 10 in the league in yards gained.

Shanahan led a Falcons offense in 2016 that broke franchise records en route to a division title and an appearance in Super Bowl LI. Behind MVP quarterback **MATT RYAN**, Atlanta set team records in yards per game (415.8), points scored (540), net passing yards per game (295.3) and average yards per play (6.7). Shanahan was named the 2016 Associated Press NFL Assistant Coach of the Year.

"Throughout this process, we learned many things about Kyle that convinced us he is the perfect coach to lead this team," says 49ers CEO **JED YORK**. "Over the years, he has proven to be one of the brightest minds in the game of football and his recent success speaks for itself. Kyle's leadership has brought the best out of his players at every phase of his career and we look forward to watching him build a talented staff to accomplish the same with our players."

A native of Minneapolis, Minnesota, Shanahan played wide receiver at both Duke University and the University of Texas. His father, Mike, was the head coach of the Denver Broncos from 1995-2008 – winning Super Bowls XXXII and XXXIII – and the Washington Redskins from 2010-13.

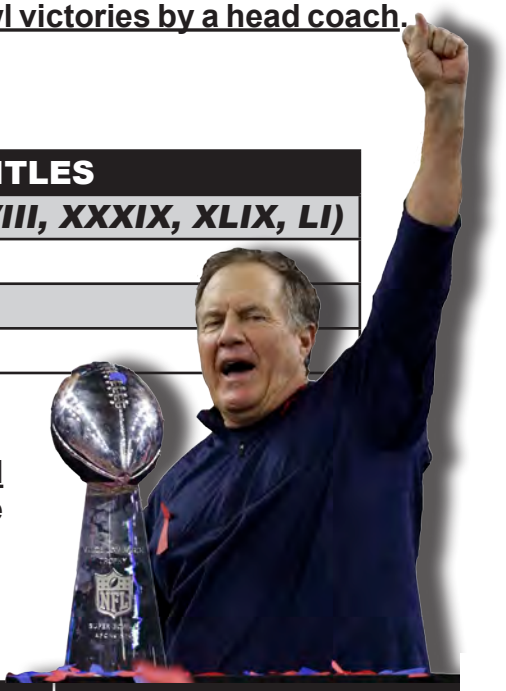
GET TO KNOW COACH SHANAHAN

A few of my hobbies are: Playing with my kids and listening to music
The last book I read was: The Four Agreements by Don Miguel Ruiz
One place I would like to travel to, but haven't yet, is: Africa
My favorite sports uniform, other than my own, is: Michigan Wolverines – great, clean look with the Jordan Brand
The best football nickname is: "The Sheriff" (Peyton Manning)
My most memorable football moment is: Broncos vs. Packers in Super Bowl XXXII
One thing that should never change about NFL Football is: The way it affects a city and can unite a country
My favorite college town is: Austin, TX (University of Texas)
As a child, the NFL team I followed was: Denver Broncos
My favorite stadium, other than my own, is: The old Mile High Stadium because of the memories made there
A player, former or current, who would make a great head coach is: Peyton Manning
The person who has influenced me the most is: My dad
If I wasn't coaching, I would be: Playing football or in management
My favorite athlete as a child was: John Lynch

THE COACHES

BILL BELICHICK: TOP BILLING

New England head coach **BILL BELICHICK** guided the Patriots to a 34-28 overtime victory over the Atlanta Falcons in Super Bowl LI, his fifth Super Bowl title as a head coach, surpassing Pro Football Hall of Famer **CHUCK NOLL** for the most Super Bowl victories by a head coach.



The head coaches with the most Super Bowl victories:

HEAD COACH	TEAM(S)	SUPER BOWL TITLES
Bill Belichick*	***New England Patriots***	***5 (XXXVI, XXXVIII, XXXIX, XLIX, LI)***
Chuck Noll	Pittsburgh Steelers	4 (IX, X, XIII, XIV)
Joe Gibbs	Washington Redskins	3 (XVII, XXII, XXVI)
Bill Walsh	San Francisco 49ers	3 (XVI, XIX, XXIII)

*Active

Belichick has 26 career postseason wins, the most by a head coach in NFL history, and has led the Patriots to eight consecutive division titles, the longest streak in NFL history.

The head coaches with the most career playoff victories:

HEAD COACH	TEAM(S)	PLAYOFF WINS
Bill Belichick	***Cleveland Browns, New England Patriots***	***26****
Tom Landry	Dallas Cowboys	20
Don Shula	Baltimore Colts, Miami Dolphins	19
Joe Gibbs	Washington Redskins	17
Chuck Noll	Pittsburgh Steelers	16

*Active



Entering his 23rd season as an NFL head coach, Belichick has amassed 263 wins (including the playoffs), the fourth-most total victories by a head coach in league history. He needs eight wins to pass Pro Football Hall of Famer **TOM LANDRY** for the third-most total victories by a head coach in NFL history.

HEAD COACHES WITH THE MOST WINS IN NFL HISTORY

HEAD COACH	REG. SEASON	PLAYOFFS	TOTAL
Don Shula	328	19	347
George Halas	318	6	324
Tom Landry	250	20	270
Bill Belichick	***237***	***26***	***263****
Curly Lambeau	226	3	229

*Active

WHAT TO LOOK FOR

THE COACHES

INSPIRATIONAL QUOTES



Inspirational quotes, messages or team goals are displayed throughout many NFL facilities to provide players with added motivation.

Below is a sample:

TEAM	MOTIVATIONAL MESSAGE
Arizona Cardinals	• Trust. Loyalty. Respect. • Protect the Nest.
Baltimore Ravens	• W.I.N. (What's Important Now). • TEAM, TEAM, TEAM.
Buffalo Bills (above)	• Respect the process.
Chicago Bears	• Well done is better than well said. • Failing to prepare is preparing to fail.
Cincinnati Bengals	• One player can impact a game. One team wins championships. • "Winning makes believers of us all." – Paul Brown
Dallas Cowboys	• It is a privilege, not a right, to play, coach and work for the Dallas Cowboys. • Play hard. Play fast. Play together.
Houston Texans	• Don't confuse routine with commitment. • Championship teams are built on being prepared, playing unselfishly and being held accountable.
Jacksonville Jaguars	• There will be haters, there will be doubters, there will be non-believers, and then there will be us proving them wrong!
Kansas City Chiefs	• Come in as teammates, leave as family. • Fear nothing, attack everything.
Los Angeles Chargers	• Always Compete. • Hard. Tough. Together.
Los Angeles Rams	• We not Me. • John Wooden's pyramid of success.
Minnesota Vikings	• Smart players make smart teams. Smart teams win championships. • You don't rise to the level of your competition; you rise to the level of your training.
Oakland Raiders	• Just Win Baby.
San Francisco 49ers	• It won't be easy, but it will be worth it. • 49ers team rules: 1. Protect the team 2. No complaining, no excuses 3. Be on time.
Tennessee Titans	• Individuals play the game, teams win championships. • Work together, win together.

THE COACHES

NFL HOSTS INAUGURAL COACHING CLINIC

As part of ongoing efforts to strengthen the game through the development of coaches and players, the NFL hosted the inaugural NFL COACHING CLINIC **at the New York Jets' Atlantic Health Training Center in Florham Park, New Jersey this past June.**

Bringing together more than 50 current NFL coaches, the clinic provided a foundation for communicating and teaching position fundamentals through engaging and interactive sessions.



"Our peer-to-peer model brings together the best in football to exchange ideas, get into the nuances of coaching, and inspire the next generation of great coaches," says TROY VINCENT**, NFL Executive Vice President of Football Operations. "There are so many aspects to coaching beyond the X's and O's, and this affords our younger coaches a firsthand opportunity to see models of best practices and achievement from coaches with more experience."**

This year's program focused on the quarterback, offensive line, linebacker and defensive line positions. Participants were nominated by NFL clubs and included team representatives who had one-to-three years of coaching experience.

"To have this opportunity has had a huge impact on me," says Dallas defensive tackles coach LEON LETT. "I've still got notes that I took as a player 20 years ago. Now I'm taking notes again. It's a great experience. I'm definitely going to take this back to share with my coaching staff and players. A great coach is someone who helps players improve."

During the three-day event, a panel of speakers composed of former coaches renowned for their coaching success and reputation as teachers demonstrated techniques, discussed effective communication and shared perspectives on best practices. There were also presentations, panel discussions, breakout sessions and on-the-field demonstrations throughout the clinic.

"As an educator and a coach, you have to be willing to learn and grow," says Carolina assistant special teams coach CHASE BLACKBURN**. "So any time I get an opportunity to hear something from great coaches, I take that opportunity. This has given me the ability to learn and understand concepts. It's important for players to not only understand what they're doing but also why they're doing it."**



The list of executives and coaches who participated as faculty included Vincent, BILL POLIAN **(left),** MATT BIRK, TED COTTRELL, KEVIN GILBRIDE, AL GROH, RAY HAMILTON **(above right),** JIM MC NALLY, HOWARD MUDD, JIMMY RAYE, SR., NORV TURNER **and** DAVE WANNSTEDT**.**

"This NFL coaching clinic is a wonderful undertaking," says Polian. "It gives young coaches an opportunity to learn skills and technique from the very best coaching minds in the game."

THE COACHES

Below is a list of the club participants:

TEAM	PARTICIPANTS
Arizona	Terry Allen, Wesley Goodwin
Atlanta	Charlie Weis Jr.
Baltimore	Richard Angulo, Drew Wilkins
Buffalo	Chad Hall, Jim Salgado
Carolina	Chase Blackburn, Cameron Turner
Chicago	Brandon Staley, Ben Wilkerson
Cincinnati	Robert Couch, Marcus Lewis, Dan Pitcher
Cleveland	Jerod Kruse, Blake Williams
Dallas	Leon Lett, Turner West
Denver	Charles Gordon, Chris Kragthorpe
Detroit	Payton McCollum, Steven Williams
Green Bay	Jeff Blasko, Jerry Montgomery
Houston	Shane Bowen,Tim Kelly
Indianapolis	Tim Berbenich, Shawn Terlecky
Jacksonville	John Donovan, Mike Rutenberg
LA Chargers	D'Anton Lynn, Mark Ridgley
Miami	Ryan Condon, Josh Grizzard
Minnesota	Andrew Janocko, Robert Rodriguez
New Orleans	Michael Hodges, Deuce Schwartz
NY Giants	Bobby Blick, Alonso Escalante
Oakland	Brent Vieselmeyer
Philadelphia	Joe D'Orazio
Pittsburgh	Steve Meyer
San Francisco	Vince Oghobaase, Bobby Slowik
Seattle	Brennan Carroll, John Glenn
Tampa Bay	Butch Barry, Danny Breyer, Zack Grossi
Tennessee	Frisman Jackson, Keith Willis
Washington	Kevin Carberry