



NFL AND THE HOME DEPOT LAUNCH ANNUAL SEARCH FOR CANADA'S MOST DEDICATED VOLUNTEER FOOTBALL COACHES

Winner of national grassroots program to receive \$5,000 in new equipment and a \$1,000 gift card from The Home Depot for their football program; Runners-up to receive \$2,000 in new equipment and a \$500 gift card from The Home Depot

Toronto, ON – October 1, 2009 - The National Football league and The Home Depot today launched its annual search for coaches who have positively impacted young Canadians.

The Home Depot NFL Youth Coach of the Year award, now in its eleventh year, is designed to recognize community or high school level coaches across Canada who dedicate themselves to the development of young players both on and off the field.

Over the past ten years the program has contributed more than \$130,000 in equipment and facility upgrades to deserving programs.

For the first time, any Canadian can nominate a coach for recognition. In past years only Canadian Interuniversity Sport (CIS) football players were eligible to submit nominations.

Acting as spokesman for the program in 2009 is **Brian Billick**, coach of the Super Bowl XXXV Champion Baltimore Ravens.

“Youth football coaches are some of the hardest working volunteers out there,” said Billick. “This program is our way of saying ‘thank you’ to these leaders of young men and women.”

Beginning on October 1, 2009, a public service announcement featuring Billick and encouraging Canadians to nominate a local coach will air during NFL broadcasts on CTV, TSN and Rogers Sportsnet.

Canadians can nominate a coach by visiting www.NFLCanada.com.

Nominators are asked to submit a short essay recognizing the positive impact the high school, community, or varsity-level coach has on young players. Nominators are asked to consider how the coach teaches respect, safety, motivation, leadership and appreciation for the game of football when drafting their nominations.

“This award is not about wins and losses, it is about the positive impact volunteer coaches can have on young players,” added **Mike Danischewsky**, Coordinator of Events and Development at NFL Canada. “Together with the Home Depot we are proud to help put the spotlight on these deserving coaches who bring ‘know-how’ to life in their communities.”

The winning coach will be selected by a panel of journalists from across Canada, NFL and The Home Depot representatives. The winner and runners-up will be announced via press release on **Wednesday, November 18, 2009** in Toronto.

\$5,000 of new football equipment will be donated to the winning coach's program. The winning coach will also receive a **\$1,000 gift card from The Home Depot** (for 'football program related renovation projects', such as field repair, fixing bleachers, painting a locker room, etc.). If required, project assistance will be provided by local The Home Depot associates through Team Depot.

Two runners-up schools will each receive **\$2,000** in equipment and \$500 gift cards from The Home Depot. Each of the five short-listed coaches will also receive \$100 gift cards from The Home Depot.

The winning coach will also win a trip to Quebec as a guest of the NFL at this year's Desjardins Vanier Cup celebrations, and will be honoured at the CIS coaches breakfast on Friday, November 27, 2009, and attend the Desjardins Vanier Cup, scheduled to be played the following day.

The NFL is a long-time supporter of the game of football at the grassroots level in Canada. Other grassroots initiatives, run in conjunction with Football Canada, include community 'Flag League' and Junior Player Development. For more information visit www.NFLCanada.com.

For more information on **The Home Depot NFL Youth Coach of the Year Award**, please contact:

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