

FOR IMMEDIATE RELEASE (9/17/15)



THE LEGACY FUND OF THE  
SAN FRANCISCO BAY AREA SUPER BOWL 50  
HOST COMMITTEE

## **NFL FOUNDATION AND 50 FUND ANNOUNCE LEGACY PLAY INITIATIVE FOR SUPER BOWL 50**

*'PLAY 60, Play On' to Combine Fitness, Fun, and Philanthropy in Programs Benefitting  
Tens of Thousands of Bay Area Kids and Families in Under-Resourced Communities*

*Community Grant Program to Open September 17<sup>th</sup> to Bring Interactive, Imaginative  
Play Places Where Kids Are*

SAN FRANCISCO — The NFL Foundation and 50 Fund, the legacy fund of the San Francisco Bay Area Super Bowl 50 Host Committee, announced today a new Super Bowl 50 initiative for Bay Area kids and communities called PLAY 60, Play On. The program is part of a Super Bowl Legacy Grant Initiative that includes a \$1 million grant from the NFL Foundation that has been matched by the 50 Fund.

“Super Bowl 50 has set a goal to be the most philanthropic ever,” said Kamba Tshionyi, Chair of 50 Fund. “Adding PLAY 60, Play On to our 50 Fund initiatives will ensure that we continue to not only make thoughtful grants that help close the opportunity gap for low-income children and youth in our region, but that we also inspire others by lifting up the stories of impact that result from these investments.”

The NFL Foundation and 50 Fund have partnered with KaBOOM!, Playworks and the U.S. Fund for UNICEF to develop PLAY 60, Play On. The three-part platform – Where We Play, How We Play and Why We Play – will bring the nation’s best play initiatives together for Super Bowl 50 with charitable projects revolving around the values PLAY 60 instills.

PLAY 60, Play On will include a community grants program, a series of play extravaganzas and youth worker trainings, the NFL PLAY 60 Challenge, and a new 30-day kids fitness program. The campaign will help reach tens of thousands of Bay Area

kids and young adults throughout the nine-county region, while also impacting children around the globe.

Interested applicants can visit [play60playon.kaboom.org](http://play60playon.kaboom.org) to apply online. Grants will be awarded in two rounds. The first round application deadline is October 1<sup>st</sup>. The second round application deadline is October 16<sup>th</sup>.

“The NFL Foundation is proud to team with the 50 Fund to establish the PLAY 60, Play On initiative,” said NFL Foundation Director, Alexia Gallagher. “Leaving a positive and lasting legacy for youth and families in the San Francisco Bay Area long after the final whistle on Super Bowl 50 Sunday is an NFL priority.”

To help kids, families and communities learn more, a website has been created with more detail on each program component ([www.play60playon.org](http://www.play60playon.org)).

### **PLAY 60, Play On Grants Include:**

- **Community Grants Program:** *Where We Play.* In partnership with KaBOOM!, the 50 Fund will make up to \$750,000 available to Bay Area communities to apply for grants that turn every day spaces into places for play. Guided by the latest behavioral research and examples from communities across the U.S. and around the world, communities will be inspired to remove the “hassle factors” that are barriers to play, and consider creative ways to activate sidewalks, pocket parks, bus stops, and other highly-utilized areas so parents and caretakers can include more play in their children’s daily lives.
- **Play Extravaganzas and Youth Worker Trainings:** *How We Play.* Starting in October, Playworks will host a number of Football Extravaganzas where up to 1,000 children and youth will practice their skills and learn new ones with Playworks coaches while participating in games, drills and other fun activities. In addition, Playworks’ two-day Play Leadership Essentials training and Play Days will be offered to youth workers of all 50 Fund grantees (more than 60 Bay Area organizations to date). The training is based on Playworks’ evidence-based model that has been shown to reduce bullying, improve feelings of safety and increase physical activity. This training is estimated to benefit more than 25,000 Bay Area children and youth who participate in these organization’s out-of-school-time programs.
- **U.S. Fund for UNICEF:** *Why We Play.* On the heels of the NFL PLAY 60 Challenge, PLAY 60, Play On is partnering with The U.S. Fund for UNICEF to

empower kids in the Bay Area to get active and help save the lives of children around the world. In the month leading up to Super Bowl 50, Bay Area grade school children will take on a unique challenge that will allow them to learn about the issues faced by their peers in other countries and make a difference just by running, playing and having fun. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more.

- **NFL PLAY 60 Challenge, Super Bowl Edition:** Coming to schools this fall, this annual challenge is anchored on NFL PLAY 60, the league's campaign to encourage kids to be physically active for 60 minutes a day. In collaboration with the American Heart Association, the NFL PLAY 60 Challenge inspires kids to get the recommended 60 minutes of physical activity a day in school and at home. It also helps schools become places that encourage physically active lifestyles year-round. More information on the program, which will be open to Bay Area 4<sup>th</sup> and 5<sup>th</sup> graders, will be available in October.

For more information contact Stephanie Martin of the Super Bowl 50 Host Committee ([stephanie@sfsuperbowl.com](mailto:stephanie@sfsuperbowl.com)).

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### **About The NFL Foundation**

The National Football League Foundation is a non-profit 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 which support our game. For more information on The NFL Foundation, visit: [www.NFLFoundation.org](http://www.NFLFoundation.org).

### **About 50 Fund**

50 Fund is the signature philanthropic initiative of the San Francisco Bay Area Super Bowl 50 Host Committee. Its goal is to help close the opportunity gap that exists for Bay Area children, youth and young adults living in low-income communities. Through its grantmaking programs, 50 Fund will support organizations and initiatives making a difference, tackling big issues and scaling their impact. For more information, visit [www.50fund.org](http://www.50fund.org)

### **About the San Francisco Bay Area Super Bowl 50 Host Committee:**

Working in partnership with Bay Area public officials and the NFL, the San Francisco

Bay Area Super Bowl Host Committee is responsible for Super Bowl 50 and its celebration elements, including the Super Bowl City fan village, public exhibits and planning of game day logistics. The Host Committee will donate 25% of every dollar raised to Bay Area community initiatives and high-performing nonprofits through 50 Fund. To be hosted in the state-of-the-art Levi's Stadium in Santa Clara in 2016, Super Bowl 50 will be celebrated through a series of events that showcase all the Bay Area has to offer. For more information, visit [www.sfbaysuperbowl.com](http://www.sfbaysuperbowl.com).

### **About KaBOOM!**

KaBOOM! is the national non-profit dedicated to giving all kids – particularly those growing up in poverty in America – the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open or improve nearly 16,300 playgrounds, engaged more than one million volunteers and served 8.1 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters: visit [kaboom.org](http://kaboom.org) or join the conversation at [twitter.com/kaboom](https://twitter.com/kaboom) or [facebook.com/kaboom](https://facebook.com/kaboom).

### **About Playworks**

Playworks is the leading national nonprofit leveraging the power of play to transform children's social and emotional health. Playworks currently serves more than 900 schools in 23 U.S. cities, and reaches more than half of a million students directly and through professional training services.

We are changing school culture by leveraging the power of safe, fun, and healthy play at school every day. We create a place for every kid on the playground to feel included, be active, and build valuable social and emotional skills. For more information, visit [www.playworks.org](http://www.playworks.org).

### **About UNICEF**

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood. For more information, visit [www.unicefusa.org](http://www.unicefusa.org).