



# MINNESOTA VIKINGS

## NEWS RELEASE

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### **VIKINGS TO HOST “PLAY 60 CHALLENGE” CLINIC AT UNITED WAY FUNDED CATHOLIC CHARITIES’ ST. JOSEPH’S HOME FOR CHILDREN**

**Players to promote health and wellness as lead-up to Nickelodeon TV network’s  
“World Wide Day of Play” encouraging kids to be active**

**MINNEAPOLIS** - American Heart Association “*Play 60 Challenge*” spokesperson and Minnesota Vikings C **John Sullivan**, along with teammates QB **John David Booty**, WR **Percy Harvin**, QB **Tarvaris Jackson**, WR **Sidney Rice**, RB **Albert Young**, and the **Vikings Athletic Training Staff**, are scheduled to hold an American Heart Association “Play 60 Challenge” clinic at the Catholic Charities’ St. Joseph’s Home for Children on Tuesday, September 22 from 3-4 p.m.

Approximately 65 youth from St. Joe’s will be led through a series of drills designed to teach the basics of football. Players will deliver a positive message to the children about the importance of perseverance and teamwork as well as stress the importance of being active.

The event’s focus on activity also fits perfectly with the Vikings’ commitment to health and fitness and support of Nickelodeon’s “World Wide Day of Play” (WWDP) which will take place on Saturday, September 26. Nickelodeon goes dark from 12 to 3 p.m. on September 26 to encourage kids to be active, a message the Vikings and the NFL fully support.

Established as a day focused on active play and getting kids away from their TV, WWDP aligns perfectly with the “*Play 60 Challenge*” aimed at getting children active for at least 60 minutes a day.

For the second consecutive year, the Vikings Athletic Training staff will participate in support of the Ed Block Courage Award Foundation. St. Joseph’s Home for Children is recognized by the NFL’s Ed Block Courage Award Foundation as serving as a “Courage House” for the Minnesota Vikings. The Ed Block Courage Award Foundation is dedicated to heightening awareness of the plight of abused and neglected children.

Since 1998, the Vikings have partnered with Catholic Charities St. Joseph’s Home for Children on numerous community events. The Catholic Charities program annually assists more than 2,000 children through its day and residential treatment programs, emergency shelter and intake services for children removed from the home by Hennepin County.

**MORE-MORE-MORE**

**St. Joseph's Home for Children is located at 1121 East 46<sup>th</sup> Street in Minneapolis.**

***About the United Way and Minnesota Vikings partnership***

This event is part of the Minnesota Vikings and United Way partnership. Each year, the two organizations team up to create pathways out of poverty to strengthen the community. The partnership is committed to the Twin Cities community through raising awareness about important issues including health, youth and volunteering.

For more information log on to [www.unitedwaytwincities.org/vikings](http://www.unitedwaytwincities.org/vikings).

**\*Due to the sensitive nature of what brought these children to St. Joe's, the staff has obtained photo releases for several children.** These children will be in one group as they rotate to the different stations. Only children with releases can be photographed and/or interviewed. Federal and state law prohibits photos of any other children. Media will be direct to enter the building through the gym. Catholic Charities' communications director will be on site during the event to help facilitate coverage.

**THE CLINIC WILL TAKE PLACE INSIDE IN THE GYMNASIUM.**

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