



MINNESOTA VIKINGS NEWS RELEASE

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MINNESOTA VIKINGS CELEBRATE THANKSGIVING WEEKEND WITH LOCAL 'PLAY 60' KIDS COMMITTED TO HEALTH AND FITNESS

Children to Run On-Field With Team as Part of Minnesota Vikings PLAY 60 Game on November 29

In recognition of NFL PLAY 60, the Minnesota Vikings will host local children on-field for player introductions and the National Anthem at our Chicago Bears game on November 29.

Wearing special PLAY 60 jerseys, children from A.C.E.S. (Athletes Committed to Educating Students) will run out on the field prior to Vikings cheerleaders and players and then will line the north end zone during the National Anthem. A.C.E.S. students were selected for their dedication to being active at least 60 minutes a day while learning an academic curriculum through sports. A.C.E.S. is a Twin Cities after-school mentoring program.

In support of NFL PLAY 60, all Thanksgiving weekend games will raise awareness of the childhood obesity epidemic and showcase the NFL and its clubs' commitment to help reverse this trend. Beginning on Thanksgiving Day and continuing throughout Weeks 12-14, teams will designate a home game as an 'NFL PLAY 60' game. On-field elements will include PLAY 60 field stencils, banners and goal post wraps.

"During a time when families come together to celebrate Thanksgiving, it is also a good time to focus on the importance of keeping kids healthy and active," said **Lester Bagley, Vice President of Public Affairs/Stadium Development**. "The Vikings are proud to recognize local children who understand the importance of good health and to encourage all young people to 'play 60' this Thanksgiving weekend."

Thanksgiving weekend games also will include a special NFL PLAY 60 public service announcement, featuring **PRESIDENT BARACK OBAMA** and NFL players playing a friendly game of touch football and reminding fans about the importance of being active. Filmed on the White House lawn earlier this month by NFL Films, the PSA also encourages viewers to get involved in their communities and remember the importance of service, as part of the White House's *United We Serve* platform.

[Links to the spot are posted on www.nfl.com/thanksgiving and www.serve.gov.]

Fans can visit NFLRUSH.com/Play60 or Serve.gov to learn about volunteer opportunities and how they can help kids stay active and healthy in their communities.

About NFL PLAY 60

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with partner organizations. Since the program was launched in 2007, the NFL has committed \$200 million to youth health and fitness through programming, grants, and media time for PSAs.