

MEDIA ADVISORY



Minnesota Vikings QB Tarvaris Jackson To Visit Westwood Elementary in Prior Lake on Tuesday, December 8

*Jackson among 34 players participating in
"NFL Take a Player to School" presented by the JCPenney Afterschool Fund*

WHO: Minnesota Vikings QB Tarvaris Jackson
Students from Westwood Elementary

WHAT: Jackson will pick up 5th grade student Keaton Kaisersatt in a limo from his house, take him to school, visit the Principal's office, and speak to students about the importance of good health. During the visit, Jackson will lead kids in fitness activities, as part of NFL's PLAY 60 campaign, helping youth get 60 minutes of exercise a day.

WHERE: Westwood Elementary/5370 Westwood Dr SE/Prior Lake, MN
Check-in at front office

WHEN: Tuesday, December 8
9:30 am (Kaisersatt's arrival time at school with Jackson)

CONTACTS: Clare Graff, NFL, 212-450-2435
Daphne Avila, JCPenney, 972-431-4831

MORE INFORMATION:

- The NFL Take a Player to School sweepstakes will select one winner in each of the 32 NFL markets and two non-NFL markets. Winners will take players to school during the 2009 regular season. Winning students will have the opportunity to work with a player to plan an *NFL Ultimate P.E. Class*.
- The NFL and JCPenney will make a donation to each winning school to support their in-school and afterschool physical fitness programs. The NFL will donate all fitness equipment used during the *Ultimate P.E. Class* for future use. Each school also will receive an equipment donation from Wilson, the official football of the NFL.
- The JCPenney Afterschool Fund is a charitable organization committed to providing children in need with access to life-enriching afterschool programs that inspire children to be smart, strong and socially responsible.
- Since 1999, JCPenney and the JCPenney Afterschool Fund have contributed more than \$80 million to support afterschool programs nationwide. In 2008, the Afterschool Fund's grants provided more than 23,000 children with access to life-enriching afterschool programs.
- For more information on NFL PLAY 60 visit www.NFLrush.com/health