

*2009 DETROIT LIONS*

THIS & THAT





## DETROIT LIONS CHARITIES

### DETROIT LIONS CHARITIES GRANTS GIVING TOPS \$5 MILLION MARK

Detroit Lions Charities (DLC) awarded 87 grants totaling \$392,788.34 to non-profit agencies in 2008-09. This year's awards bring DLC, the football organization's philanthropic foundation, to more than \$5.2 million in total donations in its 19-year history.

DLC was established in 1990 to assist all age groups in a diverse range of needs and programs in Michigan. Particular emphasis is placed on programs that benefit the children and youth of Detroit.

"Detroit Lions Charities is pleased to once again assist a number of outstanding charitable organizations that are making an impact in our communities," said Lions' Vice Chairman William Clay Ford, Jr. "It is an honor to partner with these organizations that, especially in these difficult economic times, mean so much to so many."

For the 11th consecutive year, a \$60,000 grant will sponsor the Think Detroit PAL Football League. The league involves 3,200 Detroit youngsters, ages eight through 14, playing in one of the nation's largest tackle football leagues. The Think Detroit PAL season will conclude with its annual championships to be held in November and hosted by the Lions at Ford Field.

Another major commitment to Detroit was made through a \$50,000 grant to Communities in Schools (CIS) of Detroit for the Detroit Lions Academy. The Academy has a student body of 140 sixth, seventh and eighth grade Detroit children who have had difficulties in traditional school settings. The Academy, which opened in 2001, is a cooperative effort between the Lions, Detroit Public Schools and CIS in association with several corporate sponsors including Costco Wholesale, Ford Motor Company and The Dow Chemical Company.

A grant for \$16,788 sponsored fitness equipment in the new "Lions' Den" at the Boys & Girls Club in Highland Park in partnership with United Way and the NFL's Play 60 initiative that encourages children to be active at least 60 minutes each day. Also, in partnership with American Heart Association, DLC awarded a \$10,000 grant to support youth fitness and nutrition programs at the Downriver Family YMCA in Southgate.

***"Detroit Lions Charities is pleased to once again assist a number of outstanding charitable organizations that are making an impact in our communities. It is an honor to partner with these organizations that, especially in these difficult economic times, mean so much to so many."***

***-- Vice Chairman William Clay Ford, Jr.***

The Lions' High School Football Coach of the Week program awarded grants totaling more than \$28,700 to 10 Michigan prep football programs from all over the state. East Grand Rapids' Peter Stuursma was named High School Coach of the Year.

A grant for \$28,218 went to the Athletes with Disabilities Hall of Fame to promote programs for persons with disabilities. This grant among several others came from the proceeds from the annual Lions' Tony Filippis Memorial Bocce Tournament held at Palazzo di Bocce in Orion Township.

Among other DLC grants, commitments were made to support The Children's Center, City Year, Sky Foundation, Visiting Nurses Association, The Henry Ford, Maple Grove Community Education, Pop Warner Football, and the Pancreatic Cancer Action Network (PanCAN).

DLC raises funds from several sources. Major support comes from corporate sponsors as well as funds raised through in-



#### DLC GIVING SUMMARY

Year	Grants	Donation
1991	21	\$59,200.00
1992	50	\$93,494.44
1993	65	\$103,458.50
1994	85	\$110,877.10
1995	115	\$133,187.22
1996	110	\$146,565.28
1997	137	\$180,247.83
1998	139	\$192,303.16
1999	125	\$210,678.07
2000	133	\$225,628.76
2001	78	\$255,571.82
2002	111	\$306,757.20
2003	80	\$330,583.98
2004	98	\$400,089.39
2005	109	\$494,483.80
2006	81	\$582,113.93
2007	108	\$500,663.70
2008	102	\$508,884.00
2009	87	\$392,788.34
<b>Total</b>	<b>1,834</b>	<b>\$5,229,274.10</b>

stadium and NFL auctions of Lions' memorabilia and game-worn items. Lions' players, coaches and staff support the "CATS for Kids" program that provides free game tickets to youth groups and also raises funds for DLC. Donations also come the "Up in Lights" program on game days.

DLC fundraisers include the bocce tournament, the Detroit Lions Invitational (DLI), All Pro Dad and the Lions' Kickoff Luncheon. The Lions' Tony Filippis Memorial Bocce Tournament was held at Palazzo di Bocce in Orion Township on May 13 and raised approximately \$60,000. This year's DLI, a golf tournament open to the public and featuring several current and former Lions' players was held at TPC Michigan in Dearborn on June 2 and raised approximately \$50,000. All Pro Dad, founded by Family First, brought more than 1,000 fathers and their children together last year at Ford Field for a program where dads learned to be better fathers. The Lions' Kickoff Luncheon will be held September 2 at Ford Field.

For tax-exempt Michigan organizations interested in filing for future funding, grant requests will be accepted from October 1 through December 31. Further information on grant eligibility guidelines and application procedures is available by going to the Lions' web page [www.detroitlions.com](http://www.detroitlions.com) or by writing Detroit Lions Charities, 222 Republic Drive, Allen Park, MI, 48101.

## LIONS IN THE COMMUNITY

### DETROIT LIONS



### MAKING A POSITIVE IMPACT

The Ford Family's commitment to community service and dedication to making an impact in the lives of the citizens of Michigan is evident by the contributions made all year long by the Detroit Lions players, coaches and staff. The Lions take great pride in supporting those in need and make every effort to lend a helping hand to the community that has always supported the Detroit Lions. The following is just a sample of some of the programs and events the Lions have been involved in during the past year.

### DONATIONS & PLAYER APPEARANCES

#### DONATIONS

The Detroit Lions understand that even though not every DLC grant application can be fulfilled, they have other means of helping out charities throughout Michigan with donated memorabilia for school and community fundraisers, charity auctions and raffles. The Lions filled more than 2,000 donation requests in 2008 and strive to fill all donation requests in the state of Michigan. A written notice at least six weeks in advance for these requests is required. All requests should be on the organization's letterhead and must include the nature of the event, date of event, what the donated item will be used for (i.e. raffle, auction, door prize, etc.) and a return mailing address (no PO boxes). Requests should be sent to: Detroit Lions Community Affairs, 222 Republic Drive, Allen Park, MI 48101.

#### PLAYER APPEARANCES

Lions' players spend much of their time away from football getting to know their fans by volunteering at special community events, hospitals, schools and fundraisers throughout the year. During 2008, players and coaches filled more than 250 appearance requests. Organizations requesting a player appearance must send a written request including information about the organization and appearance, where it will be held, what the player would be expected to do and if there is an honorarium available for the player. A six-week advance notice for all appearances is required.



#### FUNDRAISING

#### COURAGE HOUSE DINNER

Many Lions' players, alumni and staff joined sponsors and supporters at Ford Field for the 15th annual Detroit Lions Courage House Dinner which recognized Lions' safety Daniel Bullocks as the recipient of the 2008 Ed Block Courage Award. The annual dinner benefits HAVEN, Oakland County's premier center for the prevention and treatment of domestic violence, sexual assault and child abuse. Previous dinners have raised approximately \$1.5 million for HAVEN.



#### DETROIT LIONS INVITATIONAL

Detroit Lions Charities raised approximately \$50,000

at the Detroit Lions Invitational, the 19th annual golf tournament held at the prestigious TPC Michigan in Dearborn. Factoring in this year's substantial contribution, Detroit Lions Charities has now generated approximately \$1.85 million in the 19 outings. Approximately 135 golfers enjoyed good golf and great fellowship at TPC Michigan's championship course – including the event chairman Lions' head coach Jim Schwartz and over 70 Lions' players.



#### KICKOFF LUNCHEON

Lions' fans were given the opportunity to meet the entire 2008 team and coaching staff at the 12th annual Detroit Lions Kickoff Luncheon. The annual kickoff to a new Lions' season was presented by Tribute Restaurant & The Wisne Family and hosted by the Detroit Economic Club at Cobo Center in Detroit. The primary recipient of Detroit Lions Charities' proceeds from the luncheon is the Think Detroit PAL youth football league. The league features approximately 3,200 youngsters playing in the nation's largest after-school tackle football program.

#### TONY FILIPPIS MEMORIAL BOCCIE TOURNAMENT

The 2009 Detroit Lions' Tony Filippis Memorial Bocce Tournament raised approximately \$60,000 for Detroit Lions Charities to benefit the Athletes with Disabilities Hall of Fame and various other charities in Michigan. The tournament was named in honor of the late Tony Filippis, long-time advocate for the disabled community. This year's tournament was led by honorary chairmen Tony Battaglia, AJ Filippis, Lions' head coach Jim Schwartz and former Lions' lineman Mike Utley. The tournament has raised more than \$785,000 since it first originated in 2004 by former Lions head coach Steve Mariucci.



#### EDUCATION

#### DETROIT LIONS ACADEMY

The Detroit Lions Academy is the Lions' alternative school in Detroit for students who have not been successful in traditional middle school settings. The school first opened its doors in Fall 2001 with around 60 middle school students and expanded to 140 students by the Fall of 2008. The Academy is made possible through a collaborative effort between Detroit



Public Schools, Communities in Schools of Detroit, the Detroit Lions and corporate sponsors including Costco Wholesale, Dow Chemical Company and Ford Motor Company. The Lions continue their involvement with the Academy throughout the year with player and staff appearances.

**NFL TAKE A PLAYER TO SCHOOL**

Lions' quarterback Dan Orlovsky made a special appearance to Notre Dame Marist Academy in 2008 as a part of the "NFL Take a Player to School" sweepstakes. Orlovsky spent the day with second-grade student Sydney Newby and her classmates, thanks to the sweepstakes sponsored by the JC Penney Afterschool Fund and the National Football League. The program is part of the NFL's Play 60 campaign, which encourages youth to get at least 60 minutes of exercise a day.

**YOUTH FOOTBALL**

**HIGH SCHOOL COACH OF THE WEEK PROGRAM**

For the 12th consecutive season, the Detroit Lions and Detroit Lions Charities, in association with the NFL, and presenting sponsor Motorola presented the Detroit Lions High School Coach of the Week Program. Each week throughout the regular season, one Michigan high school coach that best developed his players' character, discipline, and football skills was recognized for his commitment to the team, school and community. The winners were selected by a panel of three sportswriters – Hugh Bernreuter of the Saginaw News, Jane Bos of the Grand Rapids Press and Mick McCabe of the Detroit Free Press. Each winning coach throughout the regular season received a \$2,000 donation to his school's football program and the Coach of the Year, Peter Stuursma from East Grand Rapids received \$4,000. Coaches were also honored at a Lions' home game during the season. The Detroit Lions High School Coach of the Week program has awarded \$234,000 to high school football programs throughout the state of Michigan.



**PUNT, PASS & KICK**

For the 22nd consecutive year the Detroit Lions in partnership with the Michigan Recreation and Park Association (MRPA) hosted the Michigan NFL-Pepsi Punt, Pass & Kick Championships at Ford Field. Forty (40) youngsters age 8-15 competed for state titles in four age divisions for both boys and girls. For the second consecutive year, the Lions and the MRPA worked together to increase disabled youth football participation in the state of Michigan by hosting an adaptive division of PP&K at the Lions Team Headquarters in Allen Park.



**THINK DETROIT PAL YOUTH FOOTBALL**

The Detroit Lions were once again a major sponsor for Think Detroit PAL (TDP) youth football and host to the TDP football championships at Ford Field in 2008. The league features 80 teams

and more than 3,200 youngsters, ages 8-14, making it among the largest leagues for tackle football in the nation. The Lions have sponsored the TDP Football League since 1999. Each year, the Lions host the league's championships at Ford Field and designate the proceeds from their annual kickoff luncheon to support the TDP football program.



**COMMUNITY ENHANCEMENT**

**AMERICAN HEART ASSOCIATION**

"Be Sharp, Eat Smart" was the message the American Heart Association (AHA) and the Lions were promoting during a 2008 healthy eating event for children at the Downriver Family YMCA in Southgate. The purpose of the event was to fight childhood obesity, which is one of the nation's leading health threats, according to the AHA. To further support health education, the Lions and the AHA awarded a \$10,000 grant to support the YMCA's youth fitness programs. The event also helped promote the NFL-wide What Moves U campaign which encourages kids to get active.



**HOMETOWN HUDDLE**

The Detroit Lions teamed up with the United Way for Southeastern Michigan and the Boys & Girls Club of Southeastern Michigan for the 10th Annual Hometown Huddle in 2008. The Lions' long-standing association with HometownHuddle is one of the longest-running and most visible charitable collaborations of its kind. Lions' players participated with local area youth in several exercise activities and helped create a new fitness room at the Club in Highland Park. The Hometown Huddle helped promote the NFL Play 60 campaign.



**HOSPITAL VISITS**

The Detroit Lions commitment to the community is no more rewarding than when it touches the lives of youngsters, and one way in which players and staff are able to do just that is by making visits to Detroit-area children's hospitals. Children typically receive personal visits with the players, who help with homework, play games, share stories and provide the children encouragement. They also take time to sign autographs and take photos for the children and their families.

**LIFT UP AMERICA**

The Detroit Lions teamed up with Gleaners of Detroit, Here's Life Inner City and Tyson Foods, Inc. to host "Lift Up America" at Ford Field. Lift Up America was founded in 2005 with a mission to give back to communities across the country. Fueled by caring corporations and individuals and powered by a humanitarian heart, Lift Up America aims to feed the nation's hungry. During the event, volunteers and players worked together and loaded 34,000 pounds of Tyson Brand chicken into the vehicles of several different agencies from the Detroit area.



## LIONS LADIES

Lions' players are not the only ones who try to help make an impact in the lives of others in the community. Their wives and girlfriends are always looking for ways to help, as well. Over the years the Lions Ladies have given their time, energy and support by reaching out to make a positive impact on the lives of others. For several years, the Lions Ladies have donated and delivered Thanksgiving food baskets to the Coalition on Temporary Shelter (COTS) in Detroit to help people in need.

## NFL YET CENTER

The Detroit Super Bowl XL Host Committee (DSBXLHC), National Football League (NFL), Detroit Lions, and leading Detroit community sponsors teamed to build the Detroit NFL Youth Education Town (YET), managed by Boys & Girls Clubs



of Southeastern Michigan. The \$6 million facility has received many donations including a major donation from Richard and Sandra Dauch and the grounds encompassing YET is named the Dick & Sandy Dauch Campus. The YET, which opened its doors in May 2007 is a 30,000 square-foot facility which features a gymnasium, game room, teen center, technology center, fitness trail, and an outdoor athletic field sponsored by Buffalo Bills' owner and Detroit native Ralph Wilson. Lions' players and staff make special visits to the YET throughout the year.

## PAINTFEST

The Lions and the John D. Dingell VA Medical Center of Detroit took part in a 15-city nationwide PaintFest supported by the Foundation for Hospital Art (Atlanta, GA) in 2008. The PaintFest is a form of art therapy that bring patients, staff,



families, community and volunteers together in a unique, interactive way; working together on paint-by-color, multiple canvas murals and ceiling tiles to add color and warmth to an often sterile hospital environment.

## PANCAN

The Lions once again teamed up with the Pancreatic Cancer Action Network (PanCAN) in 2008 to help increase awareness of pancreatic cancer. Pancreatic cancer is the fourth leading cause of cancer death in the U.S. and each year more than 37,000 Americans are diagnosed with the cancer. The Lions were touched by pancreatic cancer when the organization's director of security, the late Ricky Sandoval, was diagnosed in May 2006.



**PANCREATIC CANCER ACTION NETWORK**  
ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

## PET CALENDAR

Lions' players and their pets were photographed for the sixth annual Detroit Lions Pet Calendar in 2008 to help support the Dearborn Animal Shelter. Proceeds from sales of the calendar will help the Friends for the Dearborn Animal Shelter to build a new Dearborn animal shelter facility. The facility is planned to be the first animal shelter facility of its kind in Michigan, utilizing state-of-the-art innovation and design that will positively enhance the experience of both people and animals.



## GAME DAY ACTIVITIES

### CATS FOR KIDS

The Detroit Lions CATS (Caring Athletes Ticket Service) for Kids program provides an opportunity for players and coaches of the Detroit Lions to give back to the community by purchasing tickets through Detroit Lions Charities for youth organizations. The mission of the program is to distribute tickets to youth organizations that would not otherwise have a chance to attend a Lions' game based on financial reasons.

### CHARITY DRIVES

The Lions, with the assistance of many sponsors and fans, were able to help out many people in need through its annual game-day collection drives. Fans donated tons of coats and blankets to the 18th annual Thanksgiving Day Coat Drive that benefits the Salvation Army. The 14th annual Toys for Tots Toy Drive collected thousands of toys that were distributed to less fortunate children in the metro Detroit area by the United States Marine Corps in Detroit through their Toys for Tots program.

**HOMETOWN HEROES**

The Detroit Lions continued to honor Michigan military personnel at Lions' home games in 2008 with their "Hometown Heroes" program. The Lions honored Michigan National Guard members of the Air Force, Army, Coast Guard, Marines and Navy in-person during the third quarter of Lions' home games at Ford Field. The "Hometown Heroes" were selected by their highest ranking officers in the state and were honored for having served their country overseas. As part of the program, honored soldiers received four premium club tickets to the game and a personalized letter from the Lions' head coach.



the entire 75 seasons the team has played in Detroit from QB Earl "Dutch" Clark (1934-38) to K Jason Hanson (1992-present). During halftime of the Lions' home game vs. Jacksonville November 9, the 75th Season All-Time Team was introduced. The Lions 75th Season All-Time Team was compiled by a 16-week online fan voting process on Detroitlions.com and a selection committee that consisted of five members of the media and four long-time employees of the Lions.

**ALUMNI**

**ALL-75TH TEAM**

The Lions announced their 75th Season All-Time Team presented by Belle Tire during the 2008 season. The 36-member squad represents the greatest players in franchise history. Players on the all-time team span

**HONORARY ALUMNI CAPTAINS**

2008 marked the eighth consecutive season that the Lions have honored former players at home games. The alumni captains are introduced to the Ford Field crowd and participate in the coin-toss ceremonies. Lions' alumni are also frequent visitors at many of Detroit Lions events throughout the season including the annual Lions' Bocce Tournament, Lions' Invitational Golf Tournament and the Lions' Courage House Dinner.





**TRAIN LIKE THE PROS!**

**FOOTBALL, COACHING, AND  
CHARACTER EDUCATION PROGRAMS**

**SUMMER YOUTH FOOTBALL CAMPS (June-August)**  
Non-contact camps throughout the state of Michigan · Ages 6-14  
\*\* Coaching Opportunities Available \*\*

**DETROIT LIONS HALFTIME YOUTH FOOTBALL  
AT FORD FIELD (August-October)**

**DETROIT LIONS "LEADERS FOR LIFE" (September-April)**  
School assemblies and after-school clinics

**COACHING ACADEMY AND CLINICS**

**HIGH SCHOOL FOOTBALL 7 ON 7 PASSING TOURNAMENTS**

**YEAR-ROUND FUNDAMENTAL FOOTBALL CLINICS**



**CALL 313-262-2248 OR VISIT  
WWW.DETROITLIONS.COM/YOUTHFOOTBALL**

**WHAT'S INCLUDED IN KIDS CLUB:**



- Welcome letter & video birthday greeting from a Detroit Lions player!
- Ability to watch a regular season Lions pre-game warm-up from the sidelines!
- Quarterly newsletters and Contests
- "Kid's Club" gear provided:
  - T-shirt, goodies, and membership card



**DON'T FORGET...ROARY LOVES SPECIAL EVENTS!**

- Corporate events · Birthday parties · Parades, Festivals & More!
- In-seat and suite appearances too - Call for details

Call **313-262-2248** or Visit  
[www.detroitlions.com/kidsclub](http://www.detroitlions.com/kidsclub) or [www.detroitlions.com/roary](http://www.detroitlions.com/roary)



## DETROIT LIONS YOUTH FOOTBALL

The Detroit Lions Youth Football Initiative has been created for the sole purpose of **making a positive impact on children's lives both on and off the field through football**. Many life lessons can be learned by playing the game, and the Lions would like to play its part in the positive development of Michigan's youth. The implementation of the following state-wide programs will help increase interest in children playing organized football as well as aid in the development of those coaching the game.

For more information on any of the Detroit Lions Youth Football Programs or to join the mailing list, please call (313) 262-2248, e-mail [cfritzsching@detroitlions.com](mailto:cfritzsching@detroitlions.com) or visit [www.detroitlions.com/youthfootball](http://www.detroitlions.com/youthfootball).

### SUMMER YOUTH FOOTBALL CAMPS & ACADEMIES

Camps will be conducted 9 weeks during the summer. Non-contact, fundamental football camps, designed to improve child's beginning, intermediate and advanced skill levels, are either 2 or 4 days for children ages 6-14. Participation from former or current Lions' players adds to the quality of the experience. Fundamentals of all positions on offense, defense and special teams are taught during the instruction.

Lions Youth Football Camp includes: Non-contact fundamental football instruction; Lions Camp T-shirt; Guest appearance from a current or former Lions player; Chalk talk & video sessions; Skills contests & scrimmages; Opportunity to earn week-long awards such as the Leadership Award, Attitude Award, Extra Effort Award, Future Star Award, Consistency Award, Teammate Award, Most Improved Award and the Hustle Award.

Camp schedule is available in February of each year.

### SKILL DEVELOPMENT SESSIONS

Take your game to the next level! Sign up for Detroit Lions Skill Development Sessions! Members of the Detroit Lions Youth Football Camp Coaching Staff conduct one hour sessions that include detailed, one-on-one, position-specific instruction, video analysis, and a written evaluation. Video analysis and comparison to other football players helps in the overall development of the participant. Participants receive a DVD of their Skill Development Session. Sessions can be conducted year-round.

### LIONS "LEADERS FOR LIFE" EDUCATIONAL SCHOOL ASSEMBLY PROGRAM

Exciting, interactive 45-minute assemblies are conducted September-April at elementary schools throughout Michigan. This interactive, high-energy character education program discusses six qualities it takes to become a successful leader.

**First Half:** "Lions Leaders for Life" assembly is designed to discuss the development of character, academic and athletic values through goal-setting. Interactive vignettes will help explain the Lions Leadership List (Listen & Learn, Educated, Ambitious, Disciplined, Encouraging, and Responsible), a list to help youth become a leader today, tomorrow, the rest of the school year and for the rest of their lives.

**Second Half:** During after-school football clinics, beginning in November, Lions youth football coaching staff members teach participants the fundamentals of football during this 90-minute clinic. Clinic includes fundamental football instruction, a Detroit Lions Clinic T-shirt, a Lions Pride game program and a certificate of participation!

### FUNDAMENTAL YOUTH FOOTBALL CLINICS

Clinics are conducted at elementary schools, Recreation Departments, YMCA's, Boys and Girls Clubs and local parks or for youth football organizations. These one-and-a-half hour clinics can be held indoor or outdoor, September-May, and teach the fundamentals of quarterback, running back or wide receiver play in a safe, fun and educational manner.

### HALFTIME YOUTH FOOTBALL GAMES

Be part of the halftime entertainment! Experience the thrill of playing at Ford Field in front of 65,000 people during halftime at a Detroit Lions game. Youth football teams ages 8-10 have the opportunity to suit up like the pros, play at Ford Field, and feel what it is like to walk out of the players' tunnel! Three to



six games are conducted every football season. This experience will provide great team building opportunities and ultimately great memories for youth football organizations!

### FOOTBALL 401

Football 401 was created to help the novice adult football fan learn more about the game of football, both on and off the field. Currently conducted prior to a Lions regular season home game, participants will take part in an on-field fundamental football clinic, followed by classroom sessions designed to provide football knowledge from a coach's, official's and football player perspective. Following the classroom session, you'll be able to apply your new-found football knowledge with your classmates and cheer on the Lions to victory!

### HIGH SCHOOL 7-ON-7 TOURNAMENT

The Detroit Lions High School Football 7-on-7 Passing Tournament is open to 12 varsity high school football teams. The double-elimination passing tournament is held in June or July at Ford Field, home of the Detroit Lions.

### YOUTH FOOTBALL FORUM

The Detroit Lions have created an exciting program entitled the "Detroit Lions Youth Football Forum", designed to discuss issues critical to the day-to-day operation of youth football conferences, organizations and teams.

The purpose of the Youth Football Forum is to allow for discussion of key topics, meet new league representatives and share innovative ideas with the hope of gathering new programs, concepts and rules for the betterment of the youth football experience. Topics include age and weight restrictions, coaching education, background checks, equipment, insurance, fundraising and much more.

The Youth Football Forum consists of two to four meetings per year with members being selected by the Detroit Lions organization. The current Forum consists of 38 members from 26 different Youth Football Organizations around the state of Michigan, representing over 62,000 youth football players.

### DETROIT LIONS COACHING ACADEMY

The Detroit Lions have developed a football education program designed to elevate the quality of coaching at the youth, middle and high school levels across the State of Michigan.

Topics covered include Coaching Philosophy; Football Skills, Strategy & Drills; Health, Fitness, Nutrition & Strength Training; and On-Field Demonstrations, along with several specialty sessions.

In addition to the valuable coaching segments, participants receive a Coaching Academy t-shirt and a completion certificate.

The Coaching Academy is typically conducted in June at the Detroit Lions Headquarters and Training Facility in Allen Park.

### DETROIT LIONS/MEIJER KIDS CLUB

Join the 2009-10 Detroit Lions/Meijer Kids Club. Membership includes a Kids Club t-shirt and goodies, welcome letter from Roary, the Lions' mascot, video birthday greeting from a Detroit Lions player, Detroit Lions yearbook, quarterly newsletters, an invitation to Kids Club Day during a 2009 Lions preseason game and more!

For information on how to become a member, call (313) 262-2248 or visit [www.detroitlions.com/kidsclub](http://www.detroitlions.com/kidsclub).

## 2009 NFL SCHEDULE



### WEEK 1

**Thurs., Sep. 10**

LOCAL	ET
1. TEN at PIT	8:30p ET 8:30p

**Sun., Sep. 13**

2. MIA at ATL	1:00p ET 1:00p
3. KC at BAL	1:00p ET 1:00p
4. PHI at CAR	1:00p ET 1:00p
5. DEN at CIN	1:00p ET 1:00p
6. MIN at CLE	1:00p ET 1:00p
7. NYJ at HOU	12:00p CT 1:00p
8. JAX at IND	1:00p ET 1:00p
9. DET at NO	12:00p CT 1:00p
10. DAL at TB	1:00p ET 1:00p
11. SF at ARZ	1:15p MST 4:15p
12. WAS at NYG	4:15p ET 4:15p
13. STL at SEA	1:15p PT 4:15p
14. CHI at GB	7:20p CT 8:20p

**Mon., Sep. 14**

15. BUF at NE	7:00p ET 7:00p
16. SD at OAK	7:15p PT 10:15p

### WEEK 2

**Sun., Sep. 20**

17. CAR at ATL	1:00p ET 1:00p
18. MIN at DET	1:00p ET 1:00p
19. CIN at GB	12:00p CT 1:00p
20. ARZ at JAX	1:00p ET 1:00p
21. OAK at KC	12:00p CT 1:00p
22. NE at NYJ	1:00p ET 1:00p
23. NO at PHI	1:00p ET 1:00p
24. HOU at TEN	12:00p CT 1:00p
25. STL at WAS	1:00p ET 1:00p
26. TB at BUF	4:05p ET 4:05p
27. SEA at SF	1:05p PT 4:05p
28. PIT at CHI	3:15p CT 4:15p
29. CLE at DEN	2:15p MT 4:15p
30. BAL at SD	1:15p PT 4:15p
31. NYG at DAL	7:20p CT 8:20p

**Mon., Sep. 21**

32. IND at MIA	8:30p ET 8:30p
----------------	----------------

### WEEK 3

**Sun., Sep. 27**

33. CLE at BAL	1:00p ET 1:00p
34. PIT at CIN	1:00p ET 1:00p
35. WAS at DET	1:00p ET 1:00p
36. JAX at HOU	12:00p CT 1:00p
37. SF at MIN	12:00p CT 1:00p
38. ATL at NE	1:00p ET 1:00p
39. KC at PHI	1:00p ET 1:00p
40. GB at STL	12:00p CT 1:00p
41. NYG at TB	1:00p ET 1:00p
42. NO at BUF	4:05p ET 4:05p
43. CHI at SEA	1:05p PT 4:05p
44. TEN at NYJ	4:15p ET 4:15p
45. DEN at OAK	1:15p PT 4:15p
46. MIA at SD	1:15p PT 4:15p
47. IND at ARZ	5:20p MST 8:20p

**Mon., Sep. 28**

48. CAR at DAL	7:30p CT 8:30p
----------------	----------------

### WEEK 4

**Sun., Oct. 4**

49. DET at CHI	12:00p CT 1:00p
50. CIN at CLE	1:00p ET 1:00p
51. OAK at HOU	12:00p CT 1:00p
52. SEA at IND	1:00p ET 1:00p
53. TEN at JAX	1:00p ET 1:00p
54. NYG at KC	12:00p CT 1:00p
55. BAL at NE	1:00p ET 1:00p
56. TB at WAS	1:00p ET 1:00p
57. BUF at MIA	4:05p ET 4:05p
58. NYJ at NO	3:05p CT 4:05p
59. DAL at DEN	2:15p MT 4:15p
60. STL at SF	1:15p PT 4:15p
61. SD at PIT	8:20p ET 8:20p

**Mon., Oct. 5**

62. GB at MIN	7:30p CT 8:30p
---------------	----------------

Byes: Arz, Atl, Car, Phi

### WEEK 5

**Sun., Oct. 11**

63. CIN at BAL	1:00p ET 1:00p
64. CLE at BUF	1:00p ET 1:00p
65. WAS at CAR	1:00p ET 1:00p
66. PIT at DET	1:00p ET 1:00p
67. DAL at KC	12:00p CT 1:00p
68. OAK at NYG	1:00p ET 1:00p
69. TB at PHI	1:00p ET 1:00p
70. MIN at STL	12:00p CT 1:00p
71. ATL at SF	1:05p PT 4:05p
72. HOU at ARZ	1:15p MST 4:15p
73. NE at DEN	2:15p MT 4:15p
74. JAX at SEA	1:15p PT 4:15p
75. IND at TEN	7:20p CT 8:20p

**Mon., Oct. 12**

76. NYJ at MIA	8:30p ET 8:30p
----------------	----------------

Byes: Chi, Gb, No, Sd

### WEEK 6

**Sun., Oct. 18**

77. HOU at CIN	1:00p ET 1:00p
78. DET at GB	12:00p CT 1:00p
79. STL at JAX	1:00p ET 1:00p
80. BAL at MIN	12:00p CT 1:00p
81. NYG at NO	12:00p CT 1:00p
82. CLE at PIT	1:00p ET 1:00p
83. CAR at TB	1:00p ET 1:00p
84. KC at WAS	1:00p ET 1:00p
85. PHI at OAK	1:05p PT 4:05p
86. ARZ at SEA	1:05p PT 4:05p
87. TEN at NE	4:15p ET 4:15p
88. BUF at NYJ	4:15p ET 4:15p
89. CHI at ATL	8:20p ET 8:20p

**Mon., Oct. 19**

90. DEN at SD	5:30p PT 8:30p
---------------	----------------

Byes: Dal, Ind, Mia, Sf

### WEEK 7

**Sun., Oct. 25**

91. CHI at CIN	1:00p ET 1:00p
92. GB at CLE	1:00p ET 1:00p
93. SF at HOU	12:00p CT 1:00p
94. SD at KC	12:00p CT 1:00p
95. MIN at PIT	1:00p ET 1:00p
96. IND at STL	12:00p CT 1:00p
97. NE at TB	5:00p GMT 1:00p (London)
98. BUF at CAR	4:05p ET 4:05p
99. NYJ at OAK	1:05p PT 4:05p
100. ATL at DAL	3:15p CT 4:15p
101. NO at MIA	4:15p ET 4:15p
102. ARZ at NYG	8:20p ET 8:20p

**Mon., Oct. 26**

103. PHI at WAS	8:30p ET 8:30p
-----------------	----------------

Byes: Bal, Den, Det, Jax, Sea, Ten

### WEEK 8

**Sun., Nov. 1**

104. DEN at BAL	1:00p ET 1:00p
105. HOU at BUF	1:00p ET 1:00p
106. CLE at CHI	12:00p CT 1:00p
107. SEA at DAL	12:00p CT 1:00p
108. STL at DET	1:00p ET 1:00p
109. MIN at GB	12:00p CT 1:00p
110. SF at IND	1:00p ET 1:00p
111. MIA at NYJ	1:00p ET 1:00p
112. OAK at SD	1:05p PT 4:05p
113. JAX at TEN	3:05p CT 4:05p
114. CAR at ARZ	2:15p MT 4:15p
115. NYG at PHI	4:15p ET 4:15p

**Mon., Nov. 2**

116. ATL at NO	7:30p CT 8:30p
----------------	----------------

Byes: Cin, Kc, Ne, Pit, Tb, Was

### WEEK 9

**Sun., Nov. 8**

117. WAS at ATL	1:00p ET 1:00p
118. ARZ at CHI	12:00p CT 1:00p
119. BAL at CIN	1:00p ET 1:00p
120. HOU at IND	1:00p ET 1:00p
121. KC at JAX	1:00p ET 1:00p
122. MIA at NE	1:00p ET 1:00p
123. GB at TB	1:00p ET 1:00p
124. CAR at NO	3:05p CT 4:05p
125. DET at SEA	1:05p PT 4:05p
126. SD at NYG	4:15p ET 4:15p
127. TEN at SF	1:15p PT 4:15p
128. DAL at PHI	8:20p ET 8:20p

**Mon., Nov. 9**

129. PIT at DEN	6:30p MT 8:30p
-----------------	----------------

Byes: Buf, Cle, Min, Nyj, Oak, Stl

### WEEK 10

**Thurs., Nov. 12**

130. CHI at SF	5:20p PT 8:20p
----------------	----------------

**Sun., Nov. 15**

131. ATL at CAR	1:00p ET 1:00p
132. TB at MIA	1:00p ET 1:00p
133. DET at MIN	12:00p CT 1:00p
134. JAX at NYJ	1:00p ET 1:00p
135. CIN at PIT	1:00p ET 1:00p
136. NO at STL	12:00p CT 1:00p
137. BUF at TEN	12:00p CT 1:00p
138. DEN at WAS	1:00p ET 1:00p
139. KC at OAK	1:05p PT 4:05p
140. SEA at ARZ	2:15p MT 4:15p
141. DAL at GB	3:15p CT 4:15p
142. PHI at SD	1:15p PT 4:15p
143. NE at IND	8:20p ET 8:20p

**Mon., Nov. 16**

144. BAL at CLE	8:30p ET 8:30p
-----------------	----------------

Byes: Hou, Nyg

### WEEK 11

**Thurs., Nov. 19**

145. MIA at CAR	8:20p ET 8:20p
-----------------	----------------

**Sun., Nov. 22**

146. IND at BAL	1:00p ET 1:00p
147. WAS at DAL	12:00p CT 1:00p
148. CLE at DET	1:00p ET 1:00p
149. SF at GB	12:00p CT 1:00p
150. BUF at JAX	1:00p ET 1:00p
151. PIT at KC	12:00p CT 1:00p
152. SEA at MIN	12:00p CT 1:00p
153. ATL at NYG	1:00p ET 1:00p
154. NO at TB	1:00p ET 1:00p
155. ARZ at STL	3:05p CT 4:05p
156. SD at DEN	2:15p MT 4:15p
157. NYJ at NE	4:15p ET 4:15p
158. CIN at OAK	1:15p PT 4:15p
159. PHI at CHI *	7:20p CT 8:20p

**Mon., Nov. 23**

160. TEN at HOU	7:30p CT 8:30p
-----------------	----------------

### WEEK 12

**Thurs., Nov. 26**

161. GB at DET	12:30p ET 12:30p
162. OAK at DAL	3:15p CT 4:15p
163. NYG at DEN	6:20p MT 8:20p

**Sun., Nov. 29**

164. TB at ATL	1:00p ET 1:00p
165. MIA at BUF	1:00p ET 1:00p
166. CLE at CIN	1:00p ET 1:00p
167. IND at HOU	12:00p CT 1:00p
168. CHI at MIN	12:00p CT 1:00p
169. CAR at NYJ	1:00p ET 1:00p
170. WAS at PHI	1:00p ET 1:00p
171. SEA at STL	12:00p CT 1:00p
172. ARZ at TEN	12:00p CT 1:00p
173. KC at SD	1:05p PT 4:05p
174. JAX at SF	1:05p PT 4:05p
175. PIT at BAL *	8:20p ET 8:20p

**Mon., Nov. 30**

176. NE at NO	7:30p CT 8:30p
---------------	----------------

### WEEK 13

**Thurs., Dec. 3**

177. NYJ at BUF	8:20p ET 8:20p
-----------------	----------------

(Toronto)

**Sun., Dec. 6**

178. PHI at ATL	1:00p ET 1:00p
179. TB at CAR	1:00p ET 1:00p
180. STL at CHI	12:00p CT 1:00p
181. DET at CIN	1:00p ET 1:00p
182. TEN at IND	1:00p ET 1:00p
183. HOU at JAX	1:00p ET 1:00p
184. DEN at KC	12:00p CT 1:00p
185. OAK at PIT	1:00p ET 1:00p
186. NO at WAS	1:00p ET 1:00p
187. SD at CLE	4:05p ET 4:05p
188. MIN at ARZ	2:15p MT 4:15p
189. DAL at NYG	4:15p ET 4:15p
190. SF at SEA	1:15p PT 4:15p
191. NE at MIA *	8:20p ET 8:20p

**Mon., Dec. 7**

192. BAL at GB	7:30p CT 8:30p
----------------	----------------

### WEEK 14

**Thurs., Dec. 10**

193. PIT at CLE	8:20p ET 8:20p
-----------------	----------------

**Sun., Dec. 13**

194. NO at ATL	1:00p ET 1:00p
195. DET at BAL	1:00p ET 1:00p
196. GB at CHI	12:00p CT 1:00p
197. SEA at HOU	12:00p CT 1:00p
198. DEN at IND	1:00p ET 1:00p
199. MIA at JAX	1:00p ET 1:00p
200. BUF at KC	12:00p CT 1:00p
201. CIN at MIN	12:00p CT 1:00p
202. CAR at NE	1:00p ET 1:00p
203. NYJ at TB	1:00p ET 1:00p
204. STL at TEN	12:00p CT 1:00p
205. WAS at OAK	1:05p PT 4:05p
206. SD at DAL	3:15p CT 4:15p
207. PHI at NYG *	8:20p ET 8:20p

**Mon., Dec. 14**

208. ARZ at SF	5:30p PT 8:30p
----------------	----------------

### WEEK 15

**Thurs., Dec. 17**

209. IND at JAX	8:20p ET 8:20p
-----------------	----------------

**Sat., Dec. 19**

210. DAL at NO	7:20p CT 8:20p
----------------	----------------

**Sun., Dec. 20**

211. CHI at BAL	1:00p ET 1:00p
212. NE at BUF	1:00p ET 1:00p
213. ARZ at DET	1:00p ET 1:00p
214. CLE at KC	12:00p CT 1:00p
215. ATL at NYJ	1:00p ET 1:00p
216. SF at PHI	1:00p ET 1:00p
217. GB at PIT	1:00p ET 1:00p
218. HOU at STL	12:00p CT 1:00p
219. MIA at TEN	12:00p CT 1:00p
220. OAK at DEN	2:05p MT 4:05p
221. CIN at SD	1:05p PT 4:05p
222. TB at SEA	1:15p PT 4:15p
223. MIN at CAR *	8:20p ET 8:20p

**Mon., Dec. 21**

224. NYG at WAS	8:30p ET 8:30p
-----------------	----------------

### WEEK 16

**Fri., Dec. 25**

225. SD at TEN	6:30p CT 7:30p
----------------	----------------

**Sun., Dec. 27**

226. BUF at ATL	1:00p ET 1:00p
227. KC at CIN	1:00p ET 1:00p
228. OAK at CLE	1:00p ET 1:00p
229. SEA at GB	12:00p CT 1:00p
230. HOU at MIA	1:00p ET 1:00p
231. CAR at NYG	1:00p ET 1:00p
232. JAX at NE	1:00p ET 1:00p
233. TB at NO	12:00p CT 1:00p
234. DEN at PHI	1:00p ET 1:00p
235. BAL at PIT	1:00p ET 1:00p
236. STL at ARZ	2:05p MT 4:05p
237. DET at SF	1:05p PT 4:05p
238. NYJ at IND	4:15p ET 4:15p
239. DAL at WAS *	8:20p ET 8:20p

**Mon., Dec. 28**

240. MIN at CHI	7:30p CT 8:30p
-----------------	----------------

### WEEK 17

**Sun., Jan. 3**

241. IND at BUF	1:00p ET 1:00p
242. NO at CAR	1:00p ET 1:00p
243. JAX at CLE	1:00p ET 1:00p
244. PHI at DAL	12:00p CT 1:00p
245. CHI at DET	1:00p ET 1:00p
246. NE at HOU	12:00p CT 1:00p
247. PIT at MIA	1:00p ET 1:00p
248. NYG at MIN	12:00p CT 1:00p
249. CIN at NYJ	1:00p ET 1:00p
250. SF at STL	12:00p CT 1:00p
251. ATL at TB	1:00p ET 1:00p
252. GB at ARZ	2:15p MT 4:15p
253. KC at DEN	2:15p MT 4:15p
254. BAL at OAK	1:15p PT 4:15p
255. WAS at SD	1:15p PT 4:15p
256. TEN at SEA	1:15p PT 4:15p

\*Sun. night games in Weeks 11-16 subject to change. Sun. night game in Week 17 TBD.

### POSTSEASON

**Sat., Jan. 9**

AFC and NFC Wild Card Playoffs (NBC)

**Sun., Jan. 10**

AFC and NFC Wild Card Playoffs (CBS and FOX)

**Sat., Jan. 16**

AFC and NFC Divisional Playoffs (CBS and FOX)

**Sun., Jan. 17**

AFC and NFC Divisional Playoffs (CBS and FOX)

**Sun., Jan. 24**

AFC and NFC Championship Games (CBS and FOX)

**Sun., Jan. 31**

AFC-NFC Pro Bowl in South Florida (ESPN)

**Sun., Feb. 7**

Super Bowl XLIV in South Florida (CBS)



## FORD FIELD

Ford Field, home of the Detroit Lions, is one of the premiere sports and entertainment stadiums in the world, and that fact has been proven over and over again the past few years with such high-profile international events like Super Bowl XL.

Every event at Ford Field impacts the city of Detroit beyond the event itself inside the stadium. For example, by hosting the Super Bowl in Detroit, Ford Field stood as the centerpiece to an over \$260 million economic impact on Metro Detroit.

And none of that would have been made possible without the vision and investment made by Lions Owner and Chairman William Clay Ford and the Ford family to not only construct a fine football stadium but an unrivaled sports and entertainment venue.

### HOME FOR FOOTBALL

More than just a home for the Lions, few stadiums in the country hold a football schedule as aggressive as Ford Field. Football championships have been held at virtually every level ranging from youth football to the Super Bowl. Ford Field is busy during the summer time as well when the Detroit Lions Youth Football Programs host both summer camps and a high school 7-on-7 tournament at the stadium.

### 2008 FALL FOOTBALL EVENTS

- 10 Lions home games, including the Lions 69th Thanksgiving Day Classic
- 12th annual Motor City Bowl: Purdue vs. Central Michigan
- MAC Football Championship: Buffalo vs. Ball State
- MHSAA High School State Championships
- Illinois vs. Western Michigan
- High School Catholic League Championship
- Detroit Public Schools Football Championships
- Annual Detroit PAL Football Championships

### SUPER BOWL XL RECAP

In 2006, Ford Field and Metro Detroit sparkled as the international sports community converged for the NFL's championship game.

"Much changed for the city of Detroit in 25 years since the Super Bowl was played there last," said former NFL Commissioner Paul Tagliabue. "The energy of the city and the revival of downtown Detroit are evident. Detroit was a wonderful host and the hospitality exceeded expectations.

"From the media center and NFL headquarters at GM World Headquarters and the Renaissance Center, to the NFL Experience at Cobo Center, to the events at some of downtown's historic theatres, to the game at Ford Field, our fans, teams, business partners and media enjoyed their Super Bowl experience in Detroit."

### THE ROAD AHEAD

Football events are not the only major events on the docket at Ford Field. The future is gearing up for several spectacular events, including the return of Kenny Chesney's "Sun City Carnival" 2009 Tour in August and the NCAA Men's Hockey Frozen Four in April 2010. These events are anchors in an impressive entertainment schedule that continues serving as a centerpiece to growth in Detroit's downtown business district. The following is the Ford Field upcoming events calendar (tentative).

#### 2009

- **Aug. 22:** Kenny Chesney's "Poets & Pirates" Super Show
- **Sept. 20: 2009:** Lions regular season home opener vs. Minnesota Vikings
- **Oct. 25:** High School Catholic League Football Championship
- **Nov. 5:** Michigan Tech Youth Engineering & Science Expo
- **Nov. 7:** Michigan Competing Band Association Championships
- **Nov. 26:** Lions 70th Thanksgiving Day game vs. Green Bay Packers
- **Nov. 27-28:** MHSAA Football Championships
- **Dec. 4:** Marathon MAC Football Championship
- **Dec. 26:** Motor City Bowl

#### 2010

- **Jan. 16:** Monster Jam
- **Apr. 8 and 10:** NCAA Men's Hockey Frozen Four



### NCAA CHAMPIONSHIPS

The 2009 NCAA Men's Basketball Final Four reached new heights this past year as Ford Field served as the host site for one of the year's biggest sporting events. It capped off two years of setting new standards for the men's basketball championships, which included attendance records for the Final Four, National Championship and preliminary rounds.

With the Final Four and Midwest Regionals now a success, Ford Field and the Detroit Metro area is gearing up to have that same impact on the 2010 NCAA Men's Hockey Frozen Four.

### 2009 MEN'S NCAA FINAL FOUR

This year's Final Four finalized a process that included six years of planning with the ultimate goal of delivering a Final Four like no other, and the NCAA, Ford Field and the city of Detroit did just that. The cornerstone to this year's championship was the center stadium court and seating configuration that included customized risers and, for the first time, designated student sections. On the court, the Final Four featured Michigan State defeating Connecticut, 82-73, and North Carolina defeating Villanova, 83-69 in the National Semifinals. In the National Championship, North Carolina ousted Michigan State, 89-72, to claim the NCAA title.

The weekend kicked off on a record note as Final Four Friday drew a record crowd with nearly 30,000 in attendance. The games were expected to establish new records, and they delivered as well. The National Semifinals set an all-time record with 72,456 fans attending both games, and the National Championship upped that amount when it drew 72,992. Overall, 145,378 fans attended the Final Four, which also set a new record.

Festivities surrounding the Final Four livened up downtown Detroit. The ancillary events, like Hoops City, also drew record crowds over the five-day period. The NCAA and the Detroit Local Organizing Committee worked together on several community outreaches, which include a new legacy program. In the Detroit community, new early learning and literacy centers were opened. All of this was made possible by the vision of Ford Field and the NCAA to take this event to new levels. In the end, the Final Four generated an estimated \$30-50 million impact on the city of Detroit.

### MIDWEST REGIONALS

Midwest Regionals, which included the Sweet Sixteen and Elite Eight rounds, were held March 28 and 30 in downtown Detroit for the first time as well, and both sessions set new preliminary rounds attendance records with 57,028 and 57,563 respectively for each session. A record of 114,591 was also established for both sessions. The excitement for the Midwest Regional was evident when 50,000 tickets were sold prior to the announcement of the 65-team tournament. Teams in the regional included Kansas (1 seed), Wisconsin (3), Davidson (10 seed) and Villanova (12 seed). Davidson upset Wisconsin, 73-56, in the first game and Kansas defeated Villanova, 72-57, in the second game. The regional title was claimed by Kansas with a win over Davidson, 59-57, in a game that came down to the final seconds. The previous attendance record for a single Regional game was 42,519. That mark was set at the Michigan State vs. Kentucky game in St. Louis' Trans World Dome in 1999.

## NCAA HOCKEY

Beyond 2009, Ford Field will elevate collegiate hockey to an all-time level when it hosts the NCAA Men's 2010 Frozen Four. In an area that shows great support annually for college hockey and several Division I programs in the state of Michigan, Ford Field, which will be the largest stadium ever to host the Frozen Four, is the ideal venue to provide access to more fans of college hockey's version of the Final Four than ever before. In the state alone, there are eight Division I men's hockey programs, and in the 60 years of crowning an NCAA champion, five schools from Michigan have won the title a combined 19 times.

## A LOOK AT THE PAST

On November 16, 1999, a new era in Detroit Lions' history began when the team officially launched the construction of its new downtown Detroit stadium. In 2002, the Lions and the city of Detroit unveiled one of the most impressive sports and entertainment venues ever built.

The Lions' downtown home is an incomparable 65,000-seat facility that includes a giant glass wall, revealing the picturesque Detroit skyline, and the old Hudson's Warehouse, originally built in 1920. The massive project encompasses a total of 1.85 million square feet of development.

The old Hudson's Warehouse, a major cornerstone of Ford Field, houses most of the stadium luxury seats, pressbox, restaurants, food courts, lounge areas, banquet facilities, entertainment venues and commercial space. The inclusion of the warehouse into the stadium project allows the sightlines at Ford Field to be among the very best in the NFL. In fact, even the locker room facilities have been built in the basement of the seven-story historic Detroit structure.

Detroit played its first home preseason game at Ford Field Saturday, August 24, 2003 against the Pittsburgh Steelers. Almost one month later, the Lions celebrated the inaugural regular season game at Ford Field Sunday, September 22 when they played host to their long-time divisional rival, the Green Bay Packers. The 2002 home opener marked the return of the Lions to downtown Detroit for the first time since 1974.

Following the grand opening event and the Lions' first regular season game, Ford Field's first concert was headlined by the rock-and-roll legends, the Rolling Stones. At Super Bowl XL, the Rolling Stones returned to headline the NFL's halftime show.

Not only has Ford Field impressed the NFL owners, but it has also made an impact on the NCAA to name the stadium the site of the 2009 NCAA Men's Basketball Final Four. Ford Field warmed-up for that championship event by hosting one of the four Men's Basketball Regional Finals in 2008. In addition to the men's basketball championship, the NCAA will return in 2010 as Ford Field hosts the Men's Hockey Frozen Four.

In April 2007, Ford Field expanded its portfolio when it hosted one of the biggest sports entertainment events of the year when the WWE's Wrestlemania extravaganza rolled into town. The event set a Ford Field record with 80,103 in attendance and it was the second-highest tally in the 23-year history of the event behind Wrestlemania III (93,173) held at the Pontiac Silverdome. Wrestlemania 23 at Ford Field included fans from 23 different countries, including all 50 states and nine Canadian provinces. Wrestlemania was the highest grossing one-day live event in WWE history, and holding the event at Ford Field helped pump an estimated \$25 million into the local economy.

Ford Field has also hosted prominent motorsports events, including the United States Hot Rod Association's Monster Jam monster truck series for the past two years and the AMA Amp'd Mobile Supercross series.

Ford Field began as a construction phenomenon on multiple fronts, and is now a crown jewel of stadiums in the NFL and Detroit's downtown entertainment district. The stadium's impact continues to grow as Ford Field plays host to football games, sports and entertainment events, tradeshows and concerts.

## PAST EVENTS

### 2002

- **Aug. 22:** Lions held first practice at Ford Field.
- **Aug. 24:** First preseason game at Ford Field. Lions fall to the



## FORD FIELD ATTENDANCE RECORDS

<b>Detroit Lions:</b>	<b>62,257</b>
	Green Bay vs. Detroit; November 22, 2007
<b>Super Bowl XL:</b>	<b>68,206</b>
	Seattle vs. Pittsburgh; February 5, 2006
<b>Motor City Bowl:</b>	<b>60,624</b>
	Purdue vs. Central Michigan; December 26, 2007
	all-time Motor City Bowl Record
<b>MAC Championship:</b>	<b>25,483</b>
	Central Michigan vs. Ohio; November 30, 2006
<b>Detroit Football Classic:</b>	<b>54,500</b>
	Alabama State vs. Florida A&M; August 31, 2003
<b>Basketball:</b>	<b>79,128</b>
	Kentucky vs. Michigan State; December 13, 2003
	world basketball attendance record
<b>Wrestlemania 23:</b>	<b>80,103</b>
	April 1, 2007; second-largest all-time Wrestlemania crowd
	Ford Field all events record
<b>2008 NCAA Midwest Regional Final:</b>	<b>57,563</b>
	March 30, 2008; preliminary round single-game record
<b>2008 NCAA Midwest Regionals:</b>	<b>114,591</b>
	March 28 and 30, 2008; preliminary rounds record
<b>2009 NCAA Final Four Friday:</b>	<b>30,000</b>
	April 3, 2009
<b>2009 NCAA Final Four National Semifinals</b>	<b>72,456</b>
	April 4, 2009; NCAA record
<b>2009 NCAA Final Four National Championship</b>	<b>72,992</b>
	April 6, 2009; NCAA record
<b>2009 NCAA Final Four</b>	<b>114,591</b>
	April 6, 2009; NCAA record

Pittsburgh Steelers 34-22.

- **Sept. 5:** Impact at Ford Field, the annual Children's Center fundraiser, marked the first non-football event that took place in the new stadium. Founded in 1929, The Children's Center provides 28 interrelated programs to approximately 7,000 children and families in Detroit.
- **Sept. 22:** Lions hosted the Green Bay Packers in the Inaugural Game at Ford Field. The Lions fell to the Packers 37-31.
- **Sept. 29:** The Lions won their first game at Ford Field as they defeated the New Orleans Saints 26-21.
- **Oct. 12:** Legendary band the Rolling Stones headlined the first concert at Ford Field. Pop band No Doubt played the night's opening act.
- **Nov. 28:** The Lions hosted the first Thanksgiving Day game at Ford Field vs. the New England Patriots. The game served as the 63rd installment of the historic holiday series and the first Thanksgiving Day Game in downtown Detroit since 1974.
- **Dec. 26:** The Motor City Bowl held at Ford Field for the first time in the bowl game's six-year history. Boston College defeated Toledo 51-25.

### 2003

- **July 12-13:** Detroit rap star Eminem performed back-to-back sold-out shows of 45,000 at Ford Field.
- **Aug. 31:** Ford Field hosted 1st annual Ford Detroit Football Classic that features two historically black colleges, Alabama State and Florida A&M. The game drew a crowd of 54,500 as Alabama State defeated Florida A&M 38-22.
- **Dec. 12:** Ford Field held its first-ever basketball game, Basketball, between host Michigan State and Kentucky. The game set the world basketball attendance record at 79,129. Michigan State fell to Kentucky 79-74.
- **Dec. 26:** Bowling Green defeated Northwestern 28-24 in the second Motor City Bowl played at Ford Field. The crowd of 51,286 was the largest in the seven-year history of the annual bowl game.



## 2004

- **Sept. 4:** Alabama State defeated Howard 27-12 in 2nd annual Ford Detroit Football Classic.
- **Dec. 2:** For the first time, the Mid-American Conference (MAC) held football championship title game at Ford Field. Toledo defeated Miami 35-27.
- **Dec. 27:** Connecticut defeated Toledo 39-10 in the third Motor City Bowl held at Ford Field.

## 2005

- **Sept. 3:** Hampton defeated Jackson State 20-7 in 3rd annual Ford Detroit Football Classic.
- **Nov. 25-26:** MHSAA played its football championships at Ford Field for first time.
- **Dec. 1:** Akron defeated Northern Illinois in MAC Football Championship.
- **Dec. 26:** In fourth Motor City Bowl at Ford Field, Memphis defeated Akron 28-21.

## 2006

- **Feb. 5:** Super Bowl XL was played at Ford Field between the Pittsburgh Steelers and Seattle Seahawks. The Steelers defeated the Seahawks 21-10 in front of 68,206, Ford Field's largest football crowd.
- **Mar. 4:** United States Hot Rod Association's Monster Jam monster truck series was held for first time at Ford Field.
- **Aug. 26:** Kenny Chesney holds a sold-out show, "The Road and the Radio" Super Show, at Ford Field.
- **Nov. 30:** Central Michigan defeated Ohio in MAC Championship (third time championship game has been played at Ford Field).
- **Dec. 26:** In fifth Motor City Bowl at Ford Field, Central Michigan defeated Middle Tennessee State 31-10.

## 2007

- **Jan. 20:** U.S. Hot Rod Association's Monster Jam returned to Ford Field for its second appearance.
- **Apr. 1:** Ford Field hosted WWE Wrestlemania 23 in front of crowd of 80,103 (Ford Field all-events record).
- **Apr. 21:** A stop on the Amp'd Mobile World Supercross GP/Amp'd Mobile AMA Supercross series took place at Ford Field for the first time.
- **Aug. 18:** For the second year in a row, Kenny Chesney held a sold-out show, Flip-Flop Summer Tour, at Ford Field.
- **Dec. 1:** Central Michigan claimed its second-straight MAC Championship by defeating Miami 35-10.
- **Dec. 26:** A new attendance record was set for the Motor City Bowl when 60,624 were on hand to watch Purdue take down Central Michigan 51-48. The Boilermakers were victorious when they hit a field goal when time expired.

## 2008

- **Mar. 28:** A preliminary round attendance record (57,028) was set during the NCAA Men's Basketball Midwest Regional. Davidson defeated Wisconsin, 73-56, and Kansas defeated Villanova, 72-57.
- **Mar. 30:** A new Regionals attendance record (57,563) was set during the NCAA Men's Basketball Regional Finals when Kansas, the eventual national champions, earned a berth to the Final Four by edging out Davidson 59-57.
- **Aug. 2:** Kenney Chesney visited Ford Field for third-consecutive year with "Poets and Pirates" Tour.
- **Dec. 5:** Buffalo defeated Ball State 42-24 in fifth Marathon MAC Championship played at Ford Field.
- **Dec. 26:** Florida Atlantic defeated Central Michigan 24-21 in the Motor City Bowl.

## 2009

- **Apr. 3:** Ford field hosted NCAA Men's Basketball Final Four Friday, the annual public practice session for schools competed in Final Four. A record crowds of 30,000 was set for event.
- **Apr. 4:** NCAA Men's Basketball Final Four National Semifinals are played. In the first game, Michigan State defeated Connecticut 82-73. In the second game, North Carolina defeated Villanova 83-69. Ford Field set attendance record with a total of 72,456 for both sessions.
- **Apr. 6:** North Carolina defeated Michigan State 89-72 in the NCAA Men's Basketball National Championship. A record crowd of 72,992 was in attendance for the national title game. Ford Field also set the attendance record for Final Four weekend with a total of 146,378 fans for the National Semifinals and National Championship games

## MAJOR STADIUM MILESTONES

### 1996

- **Aug. 20:** Lions announced plans to build new domed stadium in

downtown Detroit.

- **Nov. 5:** Voters in Wayne County overwhelmingly approved a referendum by the largest margin of victory in NFL stadium election history (68-32 percent) which allowed the Detroit Lions to build a domed stadium in downtown Detroit adjacent to a new baseball park for the Detroit Tigers.

### 1999

- **Nov. 16:** Lions hosted groundbreaking ceremony "From the Ground Up" unveiling renderings and officially naming the new stadium, Ford Field.

### 2000

- **Feb.:** Workers began installing 380 concrete caissons into the hard pan, which is a densely compacted layer of gravel located approximately 100 feet below the surface that rests on top of the bedrock, to provide stability to the structure of the bowl.
- **Nov. 1:** NFL owners unanimously approved the city of Detroit to host Super Bowl XL at Ford Field Feb. 5, 2006.

### 2001

- **Nov. 2:** First massive roof lift completed. The lift of this magnitude is the first of its kind in the United States. The steel, weighing approximately 2,800 tons (5.6 million lbs.) and spanning 450 feet, was lifted by a computerized system of pulleys, cables and jacks.
- **Dec.:** Workers began removing approximately 300,000 cubic yards of soil and clay to shape the lower bowl and field level portion of the stadium.
- **Dec. 16:** Second massive roof truss lift completed.

### 2002

- **May 1:** Installation of lower level seats began.
- **June:** Upper level and suite seats installed. Two 97-by-27 feet LED digital video scoreboards installed. Bathrooms completed. Brick-like concrete pathways poured for glass wall (southwest) atrium. One-half of field level construction completed. One-half of seats in the lower bowl installed. Brick paving of Adams Street began.
- **July:** Three-quarters of field level poured. Final one-quarter of field level graded and prepared. Roof membrane (a type of skin-like finish) installed. East side upper glass wall finished. Stadium sound system installed in roof structure. White baffling material from ceiling hanged to reduce acoustic distortion. Roof installation completed. Sound and video system and scoreboard calibrated. Main glass wall (southwest) atrium glass installed.
- **Aug.:** Ford Field business and operations offices opened on second level of warehouse. Stadium exterior brick walkways paved. Final section of field level poured. FieldTurf installed. Stadium exterior landscaped.
- **Sept. 15:** Interfaith dedication of Ford Field.

### 2003

- **July 1:** NCAA announced that the city of Detroit and Ford Field will host the Men's Basketball 2009 Final Four, as well as 2008 NCAA tournament games.

### 2005

- **June 23:** NCAA announced that the city of Detroit and Ford Field will host the Men's Hockey 2010 Frozen Four.

### 2006

- **Apr. 3:** World Wrestling Entertainment announced that it will present its cornerstone annual event, WrestleMania 23, on Sunday, April 1, 2007, at Ford Field.

### 2007

- **Nov. 18:** Ford Field welcomed its 5 millionth fan.

### 2008

- **Mar 28-30:** Ford Field set new NCAA Men's Basketball preliminary rounds attendance records with 57,028 for the first night of the Midwest Regionals and then broke that mark with 57,563 for the Midwest Regional Final. For both sessions, a total of 114,591 attended that games a Ford Field, also an NCAA record.

### 2009

- **Apr 3-6:** Ford Field smashes several attendance records when it hosted the 2009 Men's Basketball Final Four, including the following: Final Four Friday (30,000), National Semifinals (72,456), National Championship (72,992) and Final Four (146,378).

## FEATURES

Ford Field is nestled at the intersection of I-75 and I-375 in downtown Detroit. The 40-foot glass wall entrance is located at the corner of Adams and Brush Street. Brush Street runs between Ford Field and Comerica Park, home of the Detroit Tigers. St. Antoine Street runs on the east side of the stadium and Beacon St. borders Ford Field on the south side.

## LUXURY SUITES

The luxury suite options are like no other in the sports industry. Ford Field incorporates 132 luxury suites, including 115 in the warehouse and 17 on the north side of the stadium. The 115 suites in the warehouse are located on four different levels.

The inspired design that integrates luxury suites into the historic Hudson's warehouse affords each suite holder significant opportunities, including optimum views, easy access and customized floor plans. By eliminating end zone suites, Ford Field luxury suites offer goal-line-to-goal-line, corner-to-corner views of every play. Since suites are centrally located, access is simple and direct, and creative use of warehouse space provides flexibility to create a wide selection of suite shapes and sizes.

Suites can accommodate from eight to 30 people, which allows for a wider variety of suites than most football stadium.

Suite holders receive amenity packages consisting of tickets for all Lions' home games, tickets for most non-Lions events, first option on additional tickets to non-Lions events, VIP parking, private entrance, private concourse, private bathroom access, premium catering, in-suite televisions to view additional NFL action, full concierge service and day use of suite (during normal business hours).

## CLUB SEATS

There are 8,700 club seats at Ford Field. 4,300 club seats are located on the north side, and 4,400 are located on the club level that is adjoined to the warehouse. Club seats at Ford Field represent the ultimate in club experience with an unrivaled game day opportunity.

Club seat ticket holders have access to four exclusive clubs in the stadium with expanded food selection of upscale cuisine.

Amenities include: wide, leather padded seats (manufactured by Visteon) with cupholders, elevator and escalator services from main entrances, two private entrances, climate controlled atmosphere, televisions and video walls in club lounges, club level concierge service, exclusive Lions merchandise store, opportunities to purchase tickets to other Ford Field events and opportunities for year-round use of club lounges for business meetings and social functions.

## LIONS PRO SHOP

The Detroit Lions' official merchandise store, Lions Pro Shop, is located inside Ford Field on the Adams St. Concourse. The team store is open for business Monday-Friday from 10:30 a.m.-3 p.m. and during select events.

## HEADQUARTERS & TRAINING FACILITY

The Ford family not only made a commitment to bring the pride of the Detroit Lions back into downtown Detroit with the construction of Ford Field, but they also decided that the new training and practice facility would be rivaled by no other team in the National Football League.

The Lions' \$36 million Headquarters and Training Facility is built on a 22.7-acre parcel and is located just west of Detroit on the border of Allen Park and Dearborn. In fact, the facility is just down the street from Ford Motor Company's World Headquarters.

The franchise broke ground on the new world-class facility in August 2000 and moved into its new digs in April 2002. The 460,000 square foot complex includes a full indoor practice field, 2.5 outdoor practice fields, a state-of-the-art weight and training room, a massive locker room, a hydrotherapy room, a spacious equipment room, a cafeteria, meeting rooms for each position, a player lounge, a 106-person auditorium for full team meetings and large press conferences, a broadcast studio, a library and archive room, a media room along with offices for all personnel.

When entering the building from the main entrance, one is immediately hit with flashbacks of Lions' football. A 23-by-26 foot mural is covered with the likenesses of nine Hall-of-Fame Lions players.

In an effort to keep the environment clean, William Clay Ford, Jr. also made sure the building was built with renewable and recyclable products. The bamboo floors in the lobby, latex paint and rubber flooring have all contributed to this cause.

### HEADQUARTERS AND TRAINING FACILITY FACTS

**Location:** ..... Allen Park, Michigan  
 ➤ Site is situated across portions of Allen Park and Dearborn, with the main entrance to the facility located in Allen Park.  
 ➤ Facility is located at the southeast corner of Rotunda Drive and Southfield Freeway (M-39).  
**Address:** ..... Detroit Lions, Inc.  
 Headquarters and Training Facility  
 222 Republic Drive  
 Allen Park, MI 48101  
**Phone:** ..... 313.216.4000  
**Site size:** ..... 22.7 acres  
**Project size:** ..... 460,000 sq. ft. (including outdoor practice fields, field maintenance and support buildings)  
**Building size:** ..... 225,000 sq. ft. (including indoor practice area, training facilities and offices)  
**Indoor practice area:** ..... 95,000 sq. ft. (One full-size regulation field within a 230' x 410' enclosure)  
**Height of indoor practice area:** ..... 110 feet  
**Indoor practice surface:** ..... FieldTurf  
**Headquarters and training area:** ..... 130,000 sq. ft.  
**First floor includes:** ..... Indoor practice field, team locker room,



coaches and male staff locker rooms, equipment storage, athletic training room and rehabilitation facilities, weight and conditioning room, team meeting rooms, auditorium, full service kitchen/cafeteria, public lobby and media support area.

**Team locker room area:** ..... 6,000 sq. ft  
**Weight room area:** ..... 8,100 sq. ft., two levels  
**Team auditorium capacity:** ..... 106  
**Media support area:** ..... Includes press workroom with kitchenette, library and conference room, lounge, two interview rooms, radio room, audio and video connect room, copy room and additional work space.  
**Second floor includes:** ..... Chairman offices, executive and administrative offices, football operations, broadcast studio, female staff locker room, mezzanine level of weight training room for staff use, observation platform overlooking indoor field.  
**Broadcast studio:** ..... Includes studio and press conference area, edit room (non-linear editing facility), radio room, sound room, Internet work area, broadcast office, tape and set storage area, view of indoor practice field and satellite and fiber capabilities.  
**Outdoor practice area:** ..... Two full-size regulation fields, surrounding sled area and 2/5-mile jogging path, totaling 230,000 sq. ft.  
**Outdoor practice surface:** ..... Natural Grass  
**Points of Interest:**  
 ➤ 480' long x 15' wide two-story, day-lit corridor, with continuous north facing clerestory glazing, separating the indoor field from the training and office functions  
 ➤ Utilization of renewable and recyclable materials including: recycled rubber flooring, low VOC carpet and paint and Bamboo wood flooring, incorporation of natural day-lighting into training spaces, indoor field, and administrative office areas  
 ➤ Intelligent mechanical and electrical system design and energy conservation  
**Construction time:** ..... 19 months  
**Groundbreaking:** ..... August 7, 2000  
**Completion date:** ..... April 1, 2002  
**Cost:** ..... \$36 Million  
**Property Owner:** ..... Ford Motor Land Corporation  
**Design Architect:** ..... Gensler  
**Architect of Record:** ..... SmithGroup  
**Contractor and Project Manager:** ..... White/Olson, LLC



## DETROIT LIONS RADIO NETWORK

The Detroit Lions enter their 14th year with CBS Radio and their sixth season on flagship station 97.1 The Ticket (WXYZ-FM). In February 2005, the Lions and CBS Radio renewed their broadcast partnership by inking a new five-year deal.

In 2009, all Lions games will be carried live on flagship station 97.1 The Ticket. The Detroit Lions Radio Network will comprise of 32 stations throughout Michigan, Ohio and into Canada.

The Lions' broadcasting team features Dan Miller, who is in his fifth season as the Lions Radio Network's play-by-play

announcer. Alongside Miller in the booth will be Detroit radio and television sports personality Jim Brandstatter, a former star lineman for the University of Michigan, who will provide the color commentary. Brandstatter is now in his 23rd season on the Lions Radio Network after joining the team in 1987. In his ninth year as the Detroit Lions Radio Network sideline reporter is Tony Ortiz. Rounding out the team and working behind the scenes is Al Rosenberg, who enters his 16th season serving as the engineer and on-site producer.



**Dan Miller**  
Play-By-Play



**Jim Brandstatter**  
Color Commentary



**Tony Ortiz**  
Sideline Reporter

# THE 97.1 FM TICKET

DETROIT SPORTS TALK ALL DAY

### LIONS RADIO NETWORK

Members of Lions' 32-station network and their locations (as of press time)

LOCATION	STATION CHANNEL	LOCATION	STATION CHANNEL
<b>DETROIT</b>	<b>WXYZ</b> <b>97.1 FM</b>	LANSING	WVFN 94.9 FM
DETROIT	WXYZ 1270 AM	LAPEER	WLSP 1530 AM
ANN ARBOR	WAAM 1600 AM	LAPEER	WQUS 103.1 FM
BATTLE CREEK	WBCK 930 AM	LONDON, ONTARIO	CJBK 1290 AM
BATTLE CREEK	WRCC 1400 AM	LUDINGTON	WMOM 102.7 FM
BENTON HARBOR	WSJM 94.9 FM	MARQUETTE	WDMJ 1320 AM
BIG RAPIDS	WBRN 1460 AM	MUSKEGON	WEFG 97.5 FM
ESCANABA	WYKX 104.7 FM	NEWBERRY	WNBY 1450 AM
FLINT	WTRX 1330 AM	PETOSKEY	WJML 750 AM
GRAND RAPIDS	WKLQ 107.3 FM	PORT HURON	WPHM 1380 AM
HILLSDALE	WCSR 1340 AM	SAGINAW	WKQZ 93.3 FM
HILLSDALE	WCSR 92.1 FM	SANDUSKY	WYGV 97.7 FM
HOLLAND	WHTC 1450 AM	ST. IGNACE/CHEBOYGAN	WIDG 940 AM
HOUGHTON	WCCY 1400 AM	SAULT STE MARIE	WSOO 1230 AM
IRON MOUNTAIN	WMIQ 1450 AM	TOLEDO, OHIO	WLQR 1470 AM
KALAMAZOO	WKZO 590 AM	TRAVERSE CITY	WCCW 1310 AM