

2010 DETROIT LIONS

THIS & THAT



COMMUNITY

Detroit Lions Charities
Lions in the Community
Youth Football

NFL SCHEDULE

2010 NFL Schedule

FACILITIES

Ford Field
Headquarters & Training Facility

RADIO NETWORK

Lions Radio Network

DETROIT LIONS CHARITIES

Detroit Lions Charities (DLC) awarded 88 grants totaling \$345,829.13 to non-profit agencies in 2009-2010. This year's awards bring DLC, the football organization's philanthropic foundation, to nearly \$5.6 million in total donations in its 20-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 of Detroit.

"Detroit Lions Charities is honored and pleased to partner with so many outstanding charitable organizations in making the most positive impact we can in the community. These organizations have proven track records in making a difference especially during these difficult times when needs are so great," said Lions President Tom Lewand.

THINK DETROIT PAL FOOTBALL LEAGUE

For the 12th 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 November 13th and hosted by the Lions at Ford Field.



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DETROIT LIONS ACADEMY

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 will celebrate its 10th year this fall and has a student body of 140 sixth, seventh and eighth grade Detroit children who have had difficulties in traditional school settings. The Academy is a cooperative effort between the Lions, Detroit Public Schools and CIS in association with several corporate sponsors including Costco Wholesale and Ford Motor Company.

LLOYD H. DIEHL BOYS @ GIRLS CLUB

A grant for nearly \$23,000 sponsored fitness equipment in the new "Lions' Den" at the Lloyd H. Diehl Boys @ Girls Club in Detroit. The donation was made in partnership with United Way for Southeastern Michigan 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 and Detroit Public Television, DLC awarded a \$10,000 grant to support youth fitness and nutrition programs through a youth summit and public service announcements featuring Lions' receiver Calvin Johnson.

HIGH SCHOOL COACH OF THE WEEK

The Lions' High School Football Coach of the Week program awarded grants totaling more than \$17,000 to 10 Michigan prep football programs from Detroit to Grand Rapids and from Hudson to Pontiac. Marshall's Rich Hulkow was named High School Coach of the Year. The Lions have donated \$246,000 to Michigan high school football programs through the "Coach of the Week/Year" program since 1997.

ADDITIONAL GRANTS

A grant for \$20,200 went to the Athletes with Disabilities Network 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.

DLC and the Lions continue to be major supporters of HAVEN, Oakland County's premier center for the prevention and treatment of domestic violence, sexual assault and child abuse. The annual Detroit Lions Courage House Dinner has raised approximately \$1.6 million for HAVEN since 1994.

DLC and the Lions supported various relief efforts following the earthquake in Haiti including a \$10,000 grant to American Red Cross International Response Fund.

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	\$500,863.70
2008	102	\$508,884.00
2009	87	\$392,788.34
2010	88	\$345,829.13
Total	1,922	\$5,575,103.23

Among others, grants of \$5,000 or more were made to support The Children's Center, The Henry Ford, Juvenile Diabetes Research Foundation, Karmanos Cancer Institute, Pancreatic Cancer Action Network and United Way for Southeastern Michigan.

DLC raises funds from several sources. Major support comes from corporate sponsors as well as funds raised through 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 from the "Up in Lights" program on game days.

DLC fundraisers include the bocce tournament, the Detroit Lions Invitational (DLI), and the Lions' Kickoff Luncheon. The Lions' Tony Filippis Memorial Bocce Tournament was held at Palazzo di Bocce in Orion Township on May 18 and raised approximately \$75,000. 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 8 and also raised an estimated \$75,000. The Lions' annual Kickoff Luncheon will be held on September 1 at Ford Field.

GRANT REQUESTS

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 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 2009 and strive to fill all donation requests in the state of Michigan. If you are having a fundraising or charitable event and are interested in a merchandise donation from the Detroit Lions, please go to www.detroitlions.com and click on the "Community" tab and then the "Make A Request" tab. All requests should be specific as to the need and the date that the fund-raising event is being held. Requests are required six weeks in advance of the date of the event.

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 2009, players and coaches filled more than 250 appearance requests. Organizations requesting a player appearance can go to www.detroitlions.com and click on the "Community" tab and then the "Make A Request" tab. Requests should include 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 16th annual Detroit Lions Courage House Dinner which recognized Lions' tackle Jeff Backus as the recipient of the 2009 Ed Block Courage Award and Mike Utley as recipient of the Ricky Sandoval Community Courage Award. ESPN's Mike Tirico served as the guest speaker. 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 \$1.6 million for HAVEN.



DETROIT LIONS INVITATIONAL

Detroit Lions Charities raised approximately \$75,000 at the Detroit Lions Invitational, the 20th 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 \$1.9 million in the 20 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 25 Lions' players.

KICKOFF LUNCHEON

Lions' fans were given the opportunity to meet the entire 2009 team and coaching staff at the 13th 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 Ford Field. 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 one of the nation's largest tackle football program.



TONY FILIPPIS MEMORIAL BOCCO TOURNAMENT

The 2010 Detroit Lions' Tony Filippis Memorial Bocce Tournament raised approximately \$75,000 for Detroit Lions Charities to benefit the Athletes with Disabilities Network and various other charities in Michigan. The event is 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, Head Coach Jim Schwartz and former Lions' lineman Mike Utley. The tournament has raised more than \$860,000 since it first originated in 2004 by former Lions head coach Steve Mariucci.



EDUCATION

DETROIT LIONS ACADEMY

The Detroit Lions Academy is an alternative middle 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 60 students and expanded to 140 students by the Fall of 2009. 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 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' wide receiver Calvin Johnson participated in the NFL's "Take a Player to School" program presented by JCPenney Afterschool in 2009. During an assembly at Collins Elementary in Sterling Heights, Johnson spoke to students about the importance of good health and staying active as well as leading them in fitness activities. The program is part of the NFL's PLAY 60 campaign which encourages kids to get at least 60 minutes of exercise every day.



YOUTH FOOTBALL

HIGH SCHOOL COACH OF THE WEEK PROGRAM

For the 13th consecutive season, the Lions and the NFL 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 winning coaches were honored at a Lions' home game and each received a \$1,000 donation to his school's football program. Coach of the Year, Rich Hulkow from Marshall received \$3,000. The Lions High School Coach of the Week program has awarded \$246,000 to high school football programs throughout the state of Michigan.



MARTIN MAYHEW'S YOUTH FOOTBALL COACHING ACADEMY

Lions' general manager Martin Mayhew hosted a camp for 60 youth football coaches from Think Detroit PAL at Ford Field in 2010. Martin Mayhew's second annual Youth Football Coaching Academy focused on defense with the assistance of college coaches from across Michigan and Ohio as well as Detroit Lions alumni. Also assisting Mayhew at the camp was Pro Football Hall of Fame cornerback



Darrell Green. Last year, in the inaugural camp, the focus was on offense and special teams.

PUNT, PASS & KICK

For the 23rd consecutive year the Detroit Lions in partnership with the Michigan Recreation and Park Association (MRPA) hosted the Michigan NFL 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. The Michigan program is coordinated through the MRPA and is free to all youngsters.

THINK DETROIT PAL YOUTH FOOTBALL

The 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 2009. 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



The Lions teamed up with the American Heart Association and Detroit Public Television to co-host a youth fitness forum in 2009. The event was in association with the NFL's PLAY 60 campaign that challenges children to get at least 60 minutes of exercise each day. The forum panel and audience members that was composed of kids, teens and adults from all over Metro Detroit, discussed the importance of exercise, eating right and living healthy lives. Lions' players took part in discussions as well as demonstrated fitness drills.

BREAST CANCER AWARENESS

The Lions and the NFL continued their support in the fight against breast cancer. The campaign, "A Crucial Catch", in partnership with the American Cancer Society, focuses on the importance of screenings. Throughout October, Lions' players and coaches wore pink game apparel to raise awareness. Items were then auctioned off by NFL Auction, with proceeds benefiting the American Cancer Society. During the team's October home game local breast cancer survivors were guests at the game. The Lions also sponsored and took part in the Making Strides Against Breast Cancer Walk at Belle Isle and the Susan G. Komen Race for the Cure in Detroit.

HAITI EARTHQUAKE RELIEF

The Lions made a \$10,000 donation to the American Red Cross



International Relief Fund to assist efforts in the wake of the tragic earthquake in Haiti. The donation was made in the name of players Cliff Avril, Gosder Cherilus and Louis Delmas, who are of Haitian decent. Delmas and his foundation "We R Love" hosted a "Detroit for Haiti" fundraiser. Cherilus and his foundation put together a team of 20 doctors and nurses and flew them to Haiti to assist. Linebacker Zack Follett auctioned off his Super Bowl XLIV tickets and personal artwork with proceeds going to relief efforts. The Lions also teamed up with Achatz Handmade Pie Co. to collect donations that went to benefit The Salvation Army Disaster Relief Fund. Combined efforts totaled approximately \$20,000.

HOMETOWN HUDDLE

The Lions teamed up with United Way for Southeastern Michigan and the Boys & Girls Club of Southeastern Michigan for the 11th annual Hometown Huddle. Lions' players participated with local area youth in several exercise activities and helped create a new fitness room at the Lloyd H. Diehl Club in Detroit. The Hometown Huddle helped promote the NFL Play 60 campaign which encourages kids to get at least 60 minutes of exercise every day.


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 Lions teamed up with Tyson Foods, Inc. to host "Lift Up America" at Ford Field again in 2009. 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 more than 30,000 pounds of Tyson Brand chicken into the vehicles of more than 60 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. Wives and girlfriends of players, coaches and staff 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. In 2009, the wives of Lions' management and coaching staff initiated a mentoring program with female students from the Detroit Lions Academy, the team's alternative middle school in Detroit.

NFL YET CENTER

The Lions continue their support of the NFL YET Center/Boys & Girls Club on the Dick and Sandy Dauch Campus in Detroit. The YET, which opened its doors in May 2007, is a 30,000 square-foot facility that consists of a gymnasium and locker rooms, games room, teen center, technology center and multi-media studio, learning center, arts and crafts center, community room, snack area and numerous other spaces for youth programs. It also includes an outdoor athletic field sponsored by Buffalo Bills' owner and Detroit native Ralph Wilson and a fitness trail sponsored by the Lions.

PANCREATIC CANCER ACTION NETWORK

The Lions once again teamed up with the Pancreatic Cancer Action Network to help increase awareness of pancreatic cancer, the fourth leading cause of cancer death in the U.S. Each year more than 37,000 Americans are diagnosed with the cancer. The Lions were touched by pancreatic cancer when Director of Security Ricky Sandoval was diagnosed in May 2006. Sandoval lost his courageous battle to this disease in July 2009. The Lions received the Pancreatic Cancer Action Network's 2010 Affiliate Sponsor of the Year award for raising national and local awareness and funding, and for their support of Sandoval and his wife, Gael.



PET CALENDAR

Lions' players and their pets were photographed for the seventh annual Detroit Lions Pet Calendar in 2009 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.

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. In recognition of the campaign, which


GAME DAY ACTIVITIES
CATS FOR KIDS

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


CHARITY DRIVES

The Lions, with the assistance of many sponsors and fans, were able to help many people in need through its annual game-day collection drives. Fans donated tons of coats and blankets to the 19th annual Thanksgiving Day Coat Drive, benefiting that benefits the Salvation Army. The 15th annual Toys for Tots Toy Drive collected thousands of toys that were distributed to less fortunate children in the Detroit area by the U.S. Marine Corps in Detroit.


HOMETOWN HEROES

The Lions continued to



honor Michigan military personnel at home games in 2009 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 of thanks and appreciation from Lions' head coach Jim Schwartz.

UP IN LIGHTS

The Lions "Up in Lights Program" allows fans a unique opportunity



to post birthday, anniversary, and congratulatory messages during



Lions' home games. The messages are shown on all TV monitors in the stadium and the large stadium boards in both end zones during the game. The cost is a \$100.00 fee per message payable by check, money order or credit card to Detroit Lions Charities.

ALUMNI
ALUMNI DAY

The Lions hosted more than 40 of its former players at their September 27th game at Ford Field as part of the annual Lions' Alumni Day festivities. The Lions hosted a brunch at the DoubleTree Guest Suites in Detroit for the alumni prior to the game, provided tickets and transportation to the game and introduced the players on the field during special pre-game ceremonies.

PRIDE OF THE LIONS

On November 22, 2009, the Lions announced the 12 members of the *Pride of the Lions* charter class. Those members, all members of the Pro Football Hall of Fame, include: Lem Barney, Jack Christiansen, Dutch Clark, Lou Creekmur, Dick "Night Train" Lane, Yale Lary, Bobby Layne, Barry Sanders, Charlie Sanders, Joe Schmidt, Doak Walker and Alex Wojciechowicz. The Lions unveiled the team's *Pride of the Lions*, a permanent stadium display honoring the 12 greatest players in team history, during a celebration at halftime of their game against the Cleveland Browns at Ford Field.





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 or visit 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!

PARENT-CHILD CLINICS

Participate in a Detroit Lions Parent-Child Football Clinic for a game day experience you'll never forget! Actively participate in football drills at Ford Field with your child, enjoy a pre-game meal, sit in on a football classroom session to learn more about the game, and then watch the Lions from your seats for an exciting day of football fun with your family! Parent-Child Clinics are held 1-2 times per season

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 2010-11 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 2010 Lions preseason game and more!

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



2010 NFL SCHEDULE



WEEK 1

Thurs., Sep. 9	Local	ET
1. MIN at NO	7:30p	8:30p
2. MIA at BUF	1:00p	ET 1:00p
3. DET at CHI	12:00p	1:00p
4. IND at HOU	12:00p	1:00p
5. DEN at JAX	1:00p	ET 1:00p
6. CIN at NE	1:00p	ET 1:00p
7. CAR at NYG	1:00p	ET 1:00p
8. ATL at PIT	1:00p	ET 1:00p
9. CLE at TB	1:00p	ET 1:00p
10. OAK at TEN	12:00p	1:00p
11. GB at PHI	4:15p	ET 4:15p
12. ARZ at STL	4:15p	ET 4:15p
13. SF at SEA	1:15p	PT 8:20p
14. DAL at WAS	8:20p	ET 8:20p
15. BAL at NYJ	7:00p	ET 7:00p
16. SD at KC	9:15p	ET 10:15p

WEEK 2

Sun., Sep. 19	Local	ET
17. ARZ at ATL	1:00p	ET 1:00p
18. TB at CAR	1:00p	ET 1:00p
19. BAL at CIN	1:00p	ET 1:00p
20. KC at CLE	1:00p	ET 1:00p
21. CHI at DAL	12:00p	1:00p
22. PHI at DET	1:00p	ET 1:00p
23. BUF at GB	12:00p	1:00p
24. MIA at MIN	12:00p	1:00p
25. PIT at TEN	12:00p	1:00p
26. SEA at DEN	2:05p	MT 4:05p
27. STL at OAK	1:05p	PT 4:05p
28. NE at NYJ	4:15p	ET 4:15p
29. JAX at SD	1:15p	PT 4:15p
30. HOU at WAS	4:15p	ET 4:15p
31. NYG at IND	8:20p	ET 8:20p
32. NO at SF	5:30p	PT 8:30p

WEEK 3

Sun., Sep. 26	Local	ET
33. CLE at BAL	1:00p	ET 1:00p
34. CIN at CAR	1:00p	ET 1:00p
35. DAL at HOU	12:00p	1:00p
36. SF at KC	12:00p	1:00p
37. DET at MIN	12:00p	1:00p
38. BUF at NE	1:00p	ET 1:00p
39. ATL at NO	12:00p	1:00p
40. TEN at NYG	12:00p	1:00p
41. PIT at TB	1:00p	ET 1:00p
42. PHI at JAX	4:05p	ET 4:05p
43. WAS at STL	3:05p	ET 4:05p
44. OAK at ARZ	1:15p	MST 4:15p
45. IND at DEN	2:15p	PT 4:15p
46. SD at SEA	1:15p	PT 4:15p
47. NYJ at MIA	8:20p	ET 8:20p
48. GB at CHI	7:30p	ET 8:30p

WEEK 4

Sun., Oct. 3	Local	ET
49. SF at ATL	1:00p	ET 1:00p
50. NYJ at BUF	1:00p	ET 1:00p
51. CIN at CLE	1:00p	ET 1:00p
52. DET at GB	12:00p	1:00p
53. CAR at NO	12:00p	1:00p
54. BAL at PIT	1:00p	ET 1:00p
55. SEA at STL	12:00p	1:00p
56. IND at TEN	12:00p	1:00p
57. ARZ at JAX	4:05p	ET 4:05p
58. HOU at OAK	1:05p	PT 4:05p
59. WAS at PHI	4:15p	ET 4:15p
60. CHI at SD	1:15p	PT 4:15p
61. ARZ at NYG	8:20p	ET 8:20p
62. NE at MIA	8:30p	ET 8:30p
63. DAL, KC, Min, TB		

BYES: Dal, KC, Min, TB

WEEK 5

Sun., Oct. 10	Local	ET
64. DEN at BAL	1:00p	ET 1:00p
65. JAX at BUF	1:00p	ET 1:00p
66. CHI at CAR	1:00p	ET 1:00p
68. TB at CIN	1:00p	ET 1:00p
67. ATL at CLE	1:00p	ET 1:00p
68. STL at DET	1:00p	ET 1:00p
69. KC at IND	1:00p	ET 1:00p
70. NYG at HOU	12:00p	1:00p
71. GB at WAS	1:00p	ET 1:00p
72. NO at ARZ	1:05p	MST 4:05p
73. TEN at DAL	3:15p	ET 4:15p
74. SD at OAK	1:15p	PT 4:15p
75. PHI at SF	5:20p	PT 8:20p
76. MIN at NYJ	8:30p	ET 8:30p

WEEK 6

Sun., Oct. 17	Local	ET
77. SEA at CHI	12:00p	1:00p
78. MIA at GB	12:00p	1:00p
79. KC at HOU	12:00p	1:00p
80. BAL at NE	1:00p	ET 1:00p
81. DET at NYG	1:00p	ET 1:00p
82. ATL at PHI	1:00p	ET 1:00p
83. CLE at PIT	1:00p	ET 1:00p
84. STL at TB	1:00p	ET 1:00p
85. NO at TB	1:00p	ET 1:00p
86. NYJ at DEN	2:05p	MT 4:05p
87. OAK at SF	1:05p	PT 4:05p
88. DAL at MIN	3:15p	ET 4:15p
89. IND at WAS	8:20p	ET 8:20p
90. TEN at JAX	8:30p	ET 8:30p

BYES: Arz, Buf, Car, Cin, Sea

WEEK 7

Sun., Oct. 24	Local	ET
91. CIN at ATL	1:00p	ET 1:00p
92. BUF at BAL	1:00p	ET 1:00p
93. SF at CAR	1:00p	ET 1:00p
94. WAS at CHI	12:00p	1:00p
95. JAX at KC	12:00p	1:00p
96. PIT at MIA	1:00p	ET 1:00p
97. CLE at NO	12:00p	1:00p
98. STL at TB	1:00p	ET 1:00p
99. PHI at TEN	12:00p	1:00p
100. ARZ at SEA	1:05p	PT 4:05p
101. NE at SD	1:15p	PT 4:15p
102. OAK at DEN	2:15p	MT 4:15p
103. MIN at GB	7:20p	ET 8:20p
104. NYG at DAL	7:30p	ET 8:30p

BYES: Det, Hou, Ind, NYJ

WEEK 8

Sun., Oct. 31	Local	ET
105. MIA at CIN	1:00p	ET 1:00p
106. JAX at DAL	12:00p	1:00p
107. WAS at DET	1:00p	ET 1:00p
108. BUF at KC	12:00p	1:00p
109. GB at NYJ	1:00p	ET 1:00p
110. CAR at STL	12:00p	1:00p
111. DEN at SF (London)	5:00p	
112. TEN at SD	1:05p	PT 4:05p
113. MIN at NE	4:15p	ET 4:15p
114. SEA at OAK	1:15p	PT 4:15p
115. TB at ARZ	1:15p	PT 4:15p
116. PIT at NO	7:20p	ET 8:20p
117. HOU at IND	8:30p	ET 8:30p

BYES: Atl, Bal, Chi, Cle, NYG, Phi

WEEK 9

Sun., Nov. 7	Local	ET
118. TB at ATL	1:00p	ET 1:00p
119. MIA at BAL	1:00p	ET 1:00p
120. CHI at BUF (TORONTO)	1:00p	
121. NO at CAR	1:00p	ET 1:00p
122. NE at CLE	1:00p	ET 1:00p
123. NYJ at DET	1:00p	ET 1:00p
124. SD at HOU	12:00p	1:00p
125. ARZ at MIN	12:00p	1:00p
126. NYG at SEA	4:15p	ET 4:15p
127. IND at PHI	4:15p	ET 4:15p
128. KC at OAK	1:15p	PT 4:15p
129. DAL at GB	7:20p	ET 8:20p
130. PIT at CIN	8:30p	ET 8:30p

WEEK 10

Thurs., Nov. 11	Local	ET
131. BAL at ATL	8:20p	ET 8:20p
132. DET at BUF	1:00p	ET 1:00p
133. MIN at CHI	12:00p	1:00p
134. NYJ at CLE	1:00p	ET 1:00p
135. CIN at IND	1:00p	ET 1:00p
136. HOU at JAX	1:00p	ET 1:00p
137. TEN at MIN	1:00p	ET 1:00p
138. CAR at TB	1:00p	ET 1:00p
139. KC at DEN	2:05p	MT 4:05p
140. DAL at NYG	4:15p	ET 4:15p
141. SEA at ARZ	2:15p	MT 4:15p
142. STL at SF	1:15p	PT 4:15p
143. TB at PIT	8:20p	ET 8:20p
144. PHI at WAS	8:30p	ET 8:30p

BYES: GB, NO, Oak, SD

WEEK 11

Thurs., Nov. 18	Local	ET
145. CHI at MIA	8:20p	ET 8:20p
146. BAL at CAR	1:00p	ET 1:00p
147. BUF at CIN	1:00p	ET 1:00p
148. DET at DAL	12:00p	1:00p
149. CLE at JAX	1:00p	ET 1:00p
150. ARZ at KC	12:00p	1:00p
151. TEN at MIN	1:00p	ET 1:00p
152. HOU at NYJ	1:00p	ET 1:00p
153. OAK at PIT	1:00p	ET 1:00p
154. WAS at TEN	12:00p	1:00p
155. SEA at NO	3:05p	PT 4:05p
156. ATL at STL	3:05p	PT 4:05p
157. TB at SF	4:15p	ET 4:15p
158. IND at NE	4:15p	ET 4:15p
159. NYG at PHI	8:20p	ET 8:20p
160. DEN at SD	5:30p	PT 8:30p

WEEK 12

Thurs., Nov. 25	Local	ET
161. NE at DET	12:30p	ET 12:30p
162. NO at DAL	3:15p	ET 4:15p
163. CIN at NYJ	8:20p	ET 8:20p
164. GB at ATL	1:00p	ET 1:00p
165. TB at BAL	1:00p	ET 1:00p
166. PIT at BUF	1:00p	ET 1:00p
167. PHI at MIN	12:00p	1:00p
168. CAR at CLE	1:00p	ET 1:00p
169. TEN at HOU	12:00p	1:00p
170. JAX at NYG	1:00p	ET 1:00p
171. MIN at WAS	1:00p	ET 1:00p
172. KC at SEA	1:05p	PT 4:05p
173. TB at OAK	1:05p	PT 4:05p
174. STL at DEN	2:15p	MT 4:15p
175. SD at IND	8:20p	ET 8:20p
176. SF at ARZ	6:30p	MT 8:30p

BYES: Det, Min, TB, Was

WEEK 13

Thurs., Dec. 2	Local	ET
177. HOU at PHI	8:20p	ET 8:20p
178. NO at CIN	1:00p	ET 1:00p
179. CHI at DET	1:00p	ET 1:00p
180. SF at GB	12:00p	1:00p
181. DEN at KC	12:00p	1:00p
182. CLE at MIA	1:00p	ET 1:00p
183. BUF at MIN	12:00p	1:00p
184. WAS at NYG	1:00p	ET 1:00p
185. ATL at TB	1:00p	ET 1:00p
186. JAX at TEN	12:00p	1:00p
187. OAK at SD	1:05p	PT 4:05p
188. STL at ARZ	2:15p	MT 4:15p
189. DAL at IND	4:15p	ET 4:15p
190. CAR at SEA	1:15p	PT 4:15p
191. PIT at BAL	8:20p	ET 8:20p
192. NYJ at NE	8:30p	ET 8:30p

WEEK 14

Thurs., Dec. 9	Local	ET
193. IND at TEN	7:20p	ET 8:20p
194. NE at CHI	12:00p	1:00p
195. CLE at BUF	1:00p	ET 1:00p
196. CIN at PIT	1:00p	ET 1:00p
197. OAK at JAX	1:00p	ET 1:00p
198. TB at WAS	1:00p	ET 1:00p
199. GB at MIA	1:00p	ET 1:00p
200. NYG at MIN	12:00p	1:00p
201. ATL at CAR	1:00p	ET 1:00p
202. STL at NO	3:05p	PT 4:05p
203. SEA at SF	1:05p	PT 4:05p
204. DEN at ARZ	2:15p	MT 4:15p
205. MIA at NYJ	4:15p	ET 4:15p
206. KC at SD	1:15p	PT 4:15p
207. PHI at DAL	7:20p	ET 8:20p
208. BAL at HOU	7:30p	ET 8:30p

WEEK 15

Thurs., Dec. 16	Local	ET
209. SF at SD	5:20p	PT 8:20p
210. NYJ at NYG	1:00p	ET 1:00p
211. ARZ at CAR	1:00p	ET 1:00p
212. CLE at CIN	1:00p	ET 1:00p
213. WAS at DAL	12:00p	1:00p
214. JAX at ATL	1:00p	ET 1:00p
215. BUF at MIA	1:00p	ET 1:00p
216. PHI at NYG	1:00p	ET 1:00p
217. KC at STL	12:00p	1:00p
218. DET at TB	1:00p	ET 1:00p
219. HOU at TEN	12:00p	1:00p
220. ATL at SEA	1:05p	PT 4:05p
221. DEN at ARZ	4:15p	ET 4:15p
222. NYJ at PIT	4:15p	ET 4:15p
223. GB at NE	8:20p	ET 8:20p
224. CHI at MIN	7:30p	ET 8:30p

WEEK 16

Thurs., Dec. 23	Local	ET
225. CAR at PIT	8:20p	ET 8:20p
226. DAL at ARZ	5:30p	MT 7:30p
227. NE at BUF	1:00p	ET 1:00p
228. NYJ at CHI	12:00p	1:00p
229. BAL at CLE	1:00p	ET 1:00p
230. PHI at IND	1:00p	ET 1:00p
231. TEN at KC	12:00p	1:00p
232. DET at MIA	1:00p	ET 1:00p
233. MIN at PHI	1:00p	ET 1:00p
234. SF at STL	12:00p	1:00p
235. SEA at TB	1:00p	ET 1:00p
236. NYJ at DEN	2:05p	MT 4:05p
237. IND at OAK	1:15p	PT 4:05p
238. NYG at GB	3:05p	PT 4:05p
239. SD at CIN	8:20p	ET 8:20p
240. NO at ATL	8:30p	ET 8:30p

BYES: Det, Min, TB, Was

WEEK 17

Sun., Jan. 2	Local	ET
241. CAR at ATL	1:00p	ET 1:00p
242. CIN at BAL	1:00p	ET 1:00p
243. PIT at CLE	1:00p	ET 1:00p

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 host site for the Super Bowl XL in 2006, 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.

2009 FALL FOOTBALL EVENTS

- 10 Lions home games, including the Lions 70th Thanksgiving Day Classic
- 13th annual Little Caesar's Pizza Bowl: Ohio vs. Marshall
- MAC Football Championship: Ohio vs. Central Michigan
- MHSAA High School State Championships
- High School Catholic League Championship
- Annual Detroit PAL Football Championships

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.

SUPER BOWL XL RECAP

In 2006, Ford Field and Metro Detroit sparked in 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 that 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).

2010

- **Aug. 7:** Lions Uncaged!
- **Sept. 1:** Lions 14th Annual Kickoff Luncheon
- **Sept. 11:** Florida Atlantic vs. Michigan State
- **Sept. 19:** 2010 Lions regular season home opener vs. Philadelphia Eagles
- **Oct. 22:** Detroit Public School Championship
- **Oct. 23:** Catholic High School League Championship
- **Nov. 6:** Michigan Competing Band Association Championships
- **Nov. 20:** The Parade Company's Hob Nobble gobble
- **Nov. 25:** Lions 71st Thanksgiving Day game vs. New England Patriots
- **Nov. 26-27:** MHSAA Football Championships
- **Dec. 3:** Marathon MAC Football Championship
- **Dec. 26:** Little Caesar's Pizza Bowl



NCAA CHAMPIONSHIPS

The 2009 NCAA Men's Basketball Final Four reached new heights in 2009 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.

2009 MEN'S NCAA FINAL FOUR

The 2009 Men's Basketball 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 the championship at Ford Field 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, 145,448 fans attended the Final Four, which also set a new record.

Although the primary focus of Final Four weekend was on the student athletes, the festivities surrounding the event lived up to 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.

2008 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

In 2010 Ford Field elevated collegiate hockey to an all-time level when it hosted 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 was the largest stadium ever to host the Frozen Four, proved the ideal venue to provide access to more fans of college hockey's version of the Final Four than ever before.

For both the National Semifinals and National Championship, the crowds that gathered set new NCAA records and new world records for an indoor hockey game. Overall, approximately 19,000 more fans experienced the Frozen Four weekend than ever before. The first night of the Frozen Four, the National Semifinals, commenced as Ford field established a new attendance record of 34,954. Wisconsin defeated Rochester Institute of Technology 8-1 and Boston College upended Miami 7-1. In the National Championship game, Boston College claimed the NCAA title by shutting out Wisconsin in front of a record crowd of 37,592. In total, 72,546 fans watched the Frozen Four at Ford Field.

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 this grand opening event and the Lions' first regular season game, Ford Field's first concert was October 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 returned in 2010 as Ford Field hosted 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.

Besides events like the NCAA Final Four, Midwest Regionals and Frozen Four, Ford Field has also hosted prominent motorsports events, including the Monster Jam monster truck series for the past five years and the AMA Amp'd Mobile Supercross series.

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

PAST EVENTS



FORD FIELD ATTENDANCE RECORDS

Detroit Lions:	62,257
Green Bay vs. Detroit; November 22, 2007	
Super Bowl XL:	68,206
Seattle vs. Pittsburgh; February 5, 2006	
Motor City Bowl:	60,624
Purdue vs. Central Michigan; December 26, 2007	
all-time Motor City Bowl Record	
MAC Championship:	25,483
Central Michigan vs. Ohio; November 30, 2006	
Detroit Football Classic:	54,500
Alabama State vs. Florida A&M; August 31, 2003	
Basketball:	79,128
Kentucky vs. Michigan State; December 13, 2003	
college basketball attendance record	
Wrestlemania 23:	80,103
April 1, 2007; second-largest all-time Wrestlemania crowd	
Ford Field all events record	
2008 NCAA Midwest Regional Final:	57,563
March, 30, 2008; preliminary round single-game record	
2008 NCAA Midwest Regionals:	114,591
March 28 and 30, 2008; preliminary rounds record	
2009 NCAA Final Four Friday:	30,000
April 3, 2009	
2009 NCAA Final Four National Semifinals:	72,456
April 4, 2009; NCAA record	
2009 NCAA Final Four National Championship:	72,448
April 6, 2009; NCAA record	
2009 NCAA Final Four:	145,591
April 4 & 6, 2009; NCAA record	
2010 NCAA Frozen Four National Semifinals:	34,954
April 8, 2010; NCAA record	
2010 NCAA Frozen Four National Championship:	37,592
April 10, 2010; NCAA and World Indoor Hockey records	
2010 NCAA Frozen Four:	72,546
April 8 & 10; NCAA Record	

2002

- > **Aug. 22:** Lions held first practice at Ford Field.
- > **Aug. 24:** First preseason game at Ford Field. Lions fall to the 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:** 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 college 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. MVP of that game was former Lions quarterback Dan Orlovsky.

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:** 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:** 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

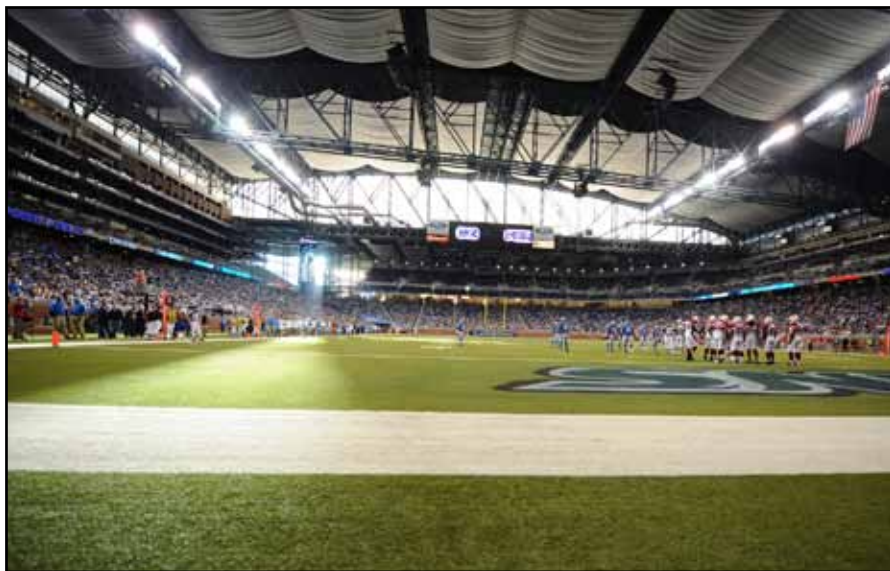
- **Mar. 28:** A preliminary round attendance record (57,028) was set during the NCAA Men's Basketball Midwest Regional. Davidson defeated Wisconsin, 73-56, and Kansas defeated Villanova, 72-57.
- **Mar. 30:** A new Regionals attendance record (57,563) was set during the NCAA Men's Basketball Regional 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.
- **Nov. 18:** Music and entertainment icon, Madonna, performed at Ford Field for the first time.
- **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 crowd 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.
- **Aug. 22:** For the fourth-straight year, Kenny Chesney played at Ford Field as his Sun City Carnival Tour stopped in downtown Detroit.
- **Nov. 26:** Lions hosted the Green Bay Packers in the franchise's 70th Thanksgiving Day Game.
- **Dec. 3:** Central Michigan defeated Ohio 20-10 in the sixth Marathon MAC Championship played at Ford Field
- **Dec. 26:** Marshall defeated Ohio 21-17 in the Little Caesar's Pizza Bowl. It marked the first year of Little Caesar's Pizza sponsorship of Detroit annual bowl game that was previously known as the Motor City Bowl.

2010

- **Apr. 8:** The NCAA Men's Hockey Frozen Four was held at Ford Field for the first time. It marked the first time the event was ever held in a large, football stadium venue. Wisconsin defeated Rochester Institute of Technology 8-1 and Boston College defeated Miami 7-1 in the National Semifinals. Ford Field drew a record crowd of 34,954.
- **Apr 10:** In the National Championship game of the Frozen Four, Boston College prevailed over Wisconsin 5-0. 37,592 fans were on hand to watch





the event, which set new NCAA and world indoor hockey records. For the weekend, the attendance totaled 72,546 at Ford Field which also set a new attendance mark.

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 bowl seats began.
- **June:** Upper bowl 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 hung 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 and 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).

2010

- **Apr. 7-8:** Ford Field established several new attendance records during the 2010 Men's Hockey Frozen Four, including the following: National Semifinals (34,954), National Championship (37,592) and Frozen Four (72,546). It also marked the first time that a venue has hosted the Final Four and Frozen Four in back-to-back years.

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 any other 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 likenes 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.



(One full-size regulation field within a 230' x 410' enclosure)

Height of Sandoval Field practice area:	110 feet
Sandoval Field 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/cafe/tertia, 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



SANDOVAL FIELD

In June 2009, the Lions indoor practice field was named "Sandoval Field" in honor of Ricky Sandoval, who passed away after a courageous and extended battle with pancreatic cancer that lasted more than three years.

As a dedicated member of the organization, Sandoval touched virtually every person and every aspect of the team's operations. He was hired as director of security in June of 2001, and for eight seasons he managed the team's security operations.

The impact Sandoval had on everyone who knew him was lasting and profound. To recognize and honor his dedication and devotion to the Lions organization, "Sandoval Field" is a fitting tribute given his oversight of security at each and every team practice since 2001.

"Ricky set a new standard for courage as he not only fought this disease, but did so with incredible spirit, dignity and determination," said Lions President Tom Lewand.

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)
Sandoval Field practice area:	95,000 sq. ft.



DETROIT LIONS RADIO NETWORK

The Detroit Lions enter their 15th year with CBS Radio and their seventh season on flagship station 97.1 The Ticket (WXYZ-FM). In 2009, the Lions and CBS Radio renewed their broadcast partnership by extending their current deal through 2012.

In 2010, all Lions games will be carried live on flagship station 97.1 The Ticket. The Detroit Lions Radio Network will comprise of 30 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 24th season on the Lions Radio Network after joining the team in 1987. In his 10th 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 17th season serving as the engineer and on-site producer.



Dan Miller
Play-By-Play



Jim Brandstatter
Color Commentary



Tony Ortiz
Sideline Reporter



LIONS RADIO NETWORK

Members of Lions' 30-station network and their locations (as of press time)

LOCATION	STATION	CHANNEL			
METRO DETROIT	97.1 FM	WXYZ	HOUGHTON	1400 AM	WCCY
METRO DETROIT	1270 AM	WXYZ	IRON MOUNTAIN	1450 AM	WMIQ
ANN ARBOR	1600 AM	WAAM	JACKSON	1450 AM	WIBM
BATTLE CREEK	930 AM	WBCK	KALAMAZOO	590 AM	WKZO
ST. JOSEPH	1400 AM	WSJM	LANSING	94.9 FM	WVFN
SOUTH HAVEN	103.7 FM	WCSY	LONDON, ONTARIO	1290 AM	CJBK
BIG RAPIDS	1460 AM	WBRN	MARQUETTE	1320 AM	WDMJ
ST. IGNACE	940 AM	WIDG	MUSKEGON	97.5 FM	WEFG
COLDWATER	1590 AM	WTVB	NEWBERRY	1450 AM	WNBY
ESCANABA	104.7 FM	WDBC	PORT HURON	1380 AM	WPHM
FLINT	1330 AM	WTRX	SAGINAW	93.3 FM	WKQZ
GRAND RAPIDS	107.3 FM	WBBL	SANDUSKY	97.7 FM	WTGV
HILLSDALE	1340 AM	WCSR	SAULT STE MARIE	1230 AM	WSOO
HILLSDALE	92.1 FM	WCSR	TOLEDO, OHIO	1470 AM	WLQR
HOLLAND	1450 AM	WHCT	TRAVERSE CITY	1310 AM	WCCW