

**ATLANTA
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Media Release

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Booker T. Washington High School Receives Multi-Year NFL Certified Athletic Trainer Grant

Program Makes Student-Athlete Safety a Priority On and Off the Field

ATLANTA, December 17, 2014 – The Atlanta Falcons and the Atlanta Falcons Youth Foundation (AFYF) have partnered with Northside Hospital to launch the NFL Foundation Certified Athletic Trainer Grant at Booker T. Washington High School in Atlanta, Ga. This multi-year grant will provide Booker T. Washington High School with a full-time certified trainer as well as support upgrades to the existing training room.

“We couldn’t ask for a better partner than Northside Hospital in supporting a certified athletic training program that will assist student-athletes and their parents in injury prevention, maintenance, evaluation and aid in return to play timelines,” said Rich McKay, President and CEO, Atlanta Falcons. “Booker T. Washington High School will help us create a model for player safety that we hope to replicate and implement throughout high schools in Georgia.”

In addition to an enhanced athletic training program, Booker T. Washington High School will install upgrades to the training room and training facilities through the purchase of new state-of-the-art equipment and supplies.

“We are grateful to the Atlanta Falcons and Northside Hospital for joining us to provide the student-athletes of Booker T. Washington High School with the safest environment possible,” stated Rodney Hackney, Athletic Director and Head Football Coach, Booker T. Washington High School. “From conducting Heads Up Football clinics for parents and student-athletes around the state of Georgia to developing this program, student-athlete safety is of the utmost importance to the Atlanta Falcons organization.”

“The safety of young athletes is a significant concern for anyone involved with youth sports, and this partnership will ensure that education and training will be enhanced,” said Lee Echols, vice president of

marketing and communications at Northside Hospital. “There’s a lot of strength in the Atlanta Falcons’ commitment to Booker T. Washington High School – a great and historic institution – and we are proud to support them both.”

The NFL Foundation Certified Athletic Trainer Grant will provide support to Booker T. Washington High School through 2017.

About The National Football League Foundation (NFL Foundation)

The NFL Foundations is a non-profit organization dedicated to improving the health and safety of sports, youth football and the communities in which we live. The NFL Foundation represents the 32 NFL clubs and supports the health and safety of athletes, youth football, and the communities which support the game.

About the Atlanta Falcons Youth Foundation

Investing across Georgia, the Atlanta Falcons Youth Foundation helps nonprofit organizations reduce childhood obesity and improve youth fitness. The foundation was established in 1985 to serve as the philanthropic arm of the Atlanta Falcons. Since Arthur Blank acquired the Atlanta Falcons in 2002, the foundation has grown to be the largest owner-funded foundation in the National Football League, providing more than \$20 million in grants to nonprofit organizations across the state of Georgia. Learn more at www.AFYF.org.

About Northside Hospital

The Northside Hospital healthcare system is an 852- bed, not-for-profit healthcare provider with more than 120 locations across the Atlanta Region, including three acute care, state-of-the-art hospitals in Atlanta, Cherokee and Forsyth. Atlanta consumers have consistently voted Northside their “Most Preferred Hospital for Overall Healthcare Needs” in the National Research Corporation’s annual Healthcare Market Guide. More than 2,500 physicians and 11,000 employees serve nearly 2 million patient visits each year encompassing a full range of medical services.