

ATLANTA
FALCONS



GRASSROOTS

Field Grant Program in partnership with LISC

LISC

*Helping neighbors
build communities*

**NFL/LISC GRASSROOTS PROGRAM AND ATLANTA FALCONS
GRANT \$200,000 TO BOYS & GIRLS CLUBS OF METRO ATLANTA TO
INSTALL NEW SYNTHETIC TURF FOOTBALL FIELD AT CLUB IN GRANT
PARK AREA**

Award is part of \$2.5 million in new grants to athletic fields nationwide

FOR IMMEDIATE RELEASE

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ATLANTA (September 19, 2014) – Boys & Girls Clubs of Metro Atlanta (BGCMA) has been granted \$200,000 by the Atlanta Falcons through the National Football League (NFL) Foundation Grassroots Program to help build a new synthetic turf football field at its Warren/Holyfield Club. The new field will be located in southeast Atlanta and will serve more than 1,000 youth. The grant from the Falcons, the NFL Foundation and Local Initiatives Support Corporation (LISC) is part of \$2.5 million in field refurbishment awards allocated this year.

"Many of the kids we serve don't have access to safe places to play and get active," said Missy Dugan, president & CEO of Boys & Girls Clubs of Metro Atlanta. "Through partnerships like this, we are able to show thousands of kids and teens that staying active is fun. By helping build healthy habits now, we hope to shape the futures of these youth for years to come."

Through this grant, BGCMA will be able to upgrade the current grass field at Warren/Holyfield Boys & Girls Club with a synthetic multi-sport playing surface. The new field, slated to open in spring 2015, will allow the Club to expand its existing flag football program and offer additional sports and recreation programming. As an Atlanta Falcons Fitness Zone site, the Club will also collaborate with the Atlanta

Falcons, the Atlanta Falcons Youth Foundation and local schools to offer fitness and community events to more than 1,000 youth each year.

“Providing the opportunity for more kids to participate in physical activity right here in our own backyard is an important role that the Atlanta Falcons are proud to serve,” stated Rich McKay President and CEO, Atlanta Falcons. “We commend the NFL Foundation on their commitment to increased participation and safe play for youth around the country.”

The NFL Foundation Grassroots Program – a partnership between the NFL Foundation and LISC, the nation’s leading community development support organization – has supported the construction or renovation of 290 football fields nationwide since 1998. During that time, the NFL Foundation has granted nearly \$37 million to revitalize playing fields in underserved neighborhoods. Fields are newly built or significantly renovated, with improvements such as irrigation systems, lights, bleachers, scoreboards, goal posts and turf. Grassroots grants are issued once established funding thresholds are reached for each project.

Through the Grassroots Program, NFL Foundation and the Atlanta Falcons have supported eight field projects in Atlanta and invested more than \$1.1 million in new field construction and improvements that expand opportunities for youth to be active.

Overall, the Falcons have teamed up with NFL Foundation to bring more than \$3.6 million into Georgia over the past five seasons, supporting health and wellness programs, youth sports and field projects.

LISC identifies local, nonprofit, community-based agencies that have an interest in building or refurbishing football fields in schools and neighborhood parks. Through the program, local agencies are provided with the necessary financing and technical assistance to improve the quality and safety of fields in their communities. The agencies oversee the construction, maintenance and programming of the fields.

“These fields are useful in so many ways,” said Michael Rubinger, LISC’s president and CEO. “With them, local organizations can promote good physical fitness, teamwork, and community spirit – all critical elements of neighborhood health. The NFL Foundation has been a great partner in creating these essential community assets.”

About the NFL Foundation

The National Football League Foundation is a non-profit organization dedicated to improving the lives of those touched by the game of football – from players at all levels to communities across the country. The NFL Foundation represents the 32 NFL clubs and supports the health and safety of athletes, youth football, and the communities which support our game. For more information on The NFL Foundation, visit: www.NFLFoundation.org.

About LISC

LISC combines corporate, government and philanthropic resources to help nonprofit community development corporations revitalize distressed neighborhoods. Since 1980, LISC has raised more than \$13.8 billion to build or rehab more than 313,000 affordable homes and develop 51 million square feet of retail, community and educational space nationwide. LISC support has leveraged nearly \$41.2 billion in total development activity. For more information, visit www.lisc.org.

About BGCMA

Boys & Girls Clubs of Metro Atlanta's mission is to save and change the lives of children and teens, especially those who need us most, by providing a safe, positive and engaging environment and programs that prepare and inspire them to achieve Great Futures. Through 28 Clubs in 10 metro counties, trained and professional staff serve more than 3,500 youth (ages 6-18) daily through programs that foster academic success, healthy lifestyles and character and leadership development. BGCMA also oversees Camp Kiwanis, a 160-acre outdoor residence camp. While the cost to effectively serve those who need us most is more than \$4,000 per member, BGCMA asks families to pay only a \$50 annual membership fee and no child is turned away due to inability to pay. For more information, please visit www.bgcma.org.