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It Bears Mentioning...

COMMUNITY NEWSLETTER/APRIL 2010

USA Football State Forum



Youth football leaders from across the region attended USA Football's Chicagoland Illinois State Leadership Forum at Halas Hall.

Youth football leaders from throughout the region came to Halas Hall for an exciting day of learning and idea sharing at USA Football's Chicagoland Illinois State Leadership forum on March 6. USA Football is the sport's national governing body on youth and amateur levels and is the NFL's official youth football development partner.

League commissioners, presidents and board members from across Chicago and the greater metropolitan area gathered to make their leagues even stronger through resources and support offered by the Bears and USA Football. The full-day meeting was led by USA Football Great Lakes Regional Manager Scott LeVeque.

"USA Football brings people together involved with youth football that wouldn't normally interact with one another to share ideas and knowledge," said Darren Fortin, president of the Illini Youth Football League in Harvard, IL. "We share issues that affect our leagues at these forums and take good ideas back to our organization to make it better."

This year marked USA Football's third state forum at Halas Hall. The official youth football development partner of the NFL and NFL Players Association, USA Football holds dozens of state forums across the country to benefit the youth football community.

USA Football offers coaching education for the game's dedicated volunteers, concussion awareness information, equipment grants, coaching benefits such as online practice planners, and a video drills library, as well as price breaks for the leagues to conduct in-depth background checks on potential volunteers.

LeVeque and league commissioners also discussed player registration, a national youth football playing standard, a youth football

rule book and fundraising guidance.

Ed Stortz, Commissioner of the Catholic Grade School Conference of Chicagoland, attended the forum for the third consecutive year. "The forum covers a variety of topics that are essential in keeping the quality of the sport high throughout the area," Stortz said. "We are always looking for ways to keep this game fun and exciting for the kids, so talking about things like sportsmanship and rules with other league administrators helps us stay focused on what's most important with youth football."

USA Football will also send Dominic Starr, co-commissioner of Arlington (Arlington Heights) Cowboys Youth Football, to Canton, OH, in July. One commissioner from each state forum is selected to attend the NFL/USA Football Youth Summit in Canton every summer. Approximately 200 coaches and administrators from all 50 states take part in the annual event to discuss topics vital to the continued success of youth and high school programs.

Learn more about USA Football or arrange to have one of the organization's eight regional managers meet with your league by visiting www.usafootball.com or call (877) 5-FOOTBALL.



Touchdowns for Diabetes

During the 2009 season, cheering for **Jay Cutler** meant cheering for kids with diabetes. Eli Lilly and Company (Lilly) and the American Diabetes Association (ADA) teamed up to help send children with diabetes to summer camps through the *Touchdowns for Diabetes* camp scholarship program. For every touchdown pass Jay threw, Lilly donated \$1,000 to the ADA's Camp Scholarship fund—roughly the cost of providing tuition for one child to attend a week of diabetes camp. And for every pass Jay completed, Lilly donated \$100. At the end of the 2009 season, Lilly had donated a total of \$75,000 through the *Touchdowns for Diabetes* program, providing 75 children with full week-long scholarships to diabetes camp.

During the American Diabetes Association's "Care to Cure" brunch on Sunday, March 7 at the United Club at Soldier Field, it was announced that Jay would be matching Lilly's donation by contributing an additional \$75,000 to the scholarship fund. Head Coach **Lovie Smith**, who served as the key-note speaker at the event, and his wife, **Mary-Anne**, announced that Bears Care, the charitable beneficiary of the Chicago Bears, would be donating \$25,000 to the cause as well, bringing the total raised to \$175,000. During the summer of 2010, 175 kids will be able to attend the American Diabetes Association's diabetes camps thanks to the *Touchdowns for Diabetes* program.

Since learning he had type 1 diabetes after his second season in the NFL, Jay has worked to help inspire children with diabetes to achieve their goals, and let them see that diabetes doesn't have to stop them from being who they want to be. Jay teamed up with Lilly during the 2009 offseason to visit children's hospitals across the country and visit with families affected by diabetes.

"I've met a lot of kids through my hospital tour with Lilly that have inspired me," Jay said. "Parents and kids have told us how important diabetes camps are to helping children learn how to manage diabetes—and to help them understand that thriving with this condition isn't just possible, it's within reach. Every kid should have the chance to experience diabetes camp, and I'm proud to work with Lilly to make this more achievable for families across the country."

Exclusive webisodes featuring Jay Cutler's journey with diabetes are available to view on the Chicago Bears website at www.ChicagoBears.com/multimedia/FeaturesArchives.asp or www.jaycutlersix.com.



Israel Idonije attended Common Threads' "World Festival" at Soldier Field.

Common Threads' "World Festival"

On Monday, March 1 defensive lineman **Israel Idonije** supported Common Threads by attending their 5th Annual "World Festival" at the United Club at Soldier Field. Bears **Senior Director of Business Development, Brian McCaskey**, serves on the Common Threads board and was also in attendance. The event brought together over 50 world-renowned chefs and hundreds of food-lovers who sampled cuisine from different cultures while participating in live and silent auctions. Over 900 guests helped raise nearly \$938,000 in support of the foundation's after-school culinary programs. Art Smith, the founder of Common Threads and the former personal chef to Oprah Winfrey, also formally announced that Winfrey made a \$250,000 donation to the organization in honor of his 50th birthday.

Common Threads teaches low-income children to cook wholesome and affordable meals because they believe that through hands-on cooking classes they can help prevent childhood obesity and reverse the trend of generations of non-cookers, while celebrating cultural differences and the things people all over the world have in common. For more information, please visit

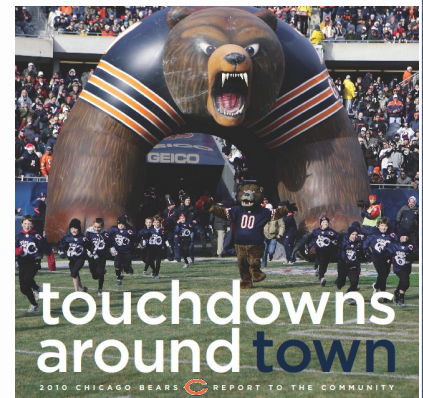
www.CommonThreads.org.

Touchdowns Around Town

The Chicago Bears 2010 Report to the Community, "Touchdowns Around Town," is hot off the presses! This publication highlights the numerous community outreach programs, initiatives and events that the Bears organization and Bears Care, the team's charitable beneficiary, directed and supported this past year to make a positive impact throughout Chicagoland.

"Touchdowns Around Town" can be viewed on the Community page of the Bears website by logging onto www.chicagobears.com/assets/community/CRreport2010.pdf. If you would like to receive a copy of "Touchdowns Around Town" in the mail, please contact Kate Rackow at (847) 739-5343 or

KateR@bears.nfl.com.



Back to Da' Beach

The Chicago Bears were proud to once again work with Apple Vacations, a corporate partner of the team, to arrange the fourth annual "Getaway with Da' Bears." This year's trip, from Friday, March 5—Friday, March 12, was to the Riu Palace Pacifico Resort in Puerto Vallarta, Mexico. Six current Bears players were in attendance this year, including defensive tackle **Anthony Adams**, cornerback **Zack Bowman**, fullback **Jason McKie** and wide receivers **Earl Bennett**, **Devin Hester** and **Johnny Knox**. Fans could purchase a week-long, all-inclusive vacation, and spend it hanging out with their favorite team—the Bears! Throughout the trip, fans had the opportunity to participate in a variety of activities with the players, including a sunset welcome party, an ocean-side football clinic, Q & A session, Beach Olympics, and a farewell beach party featuring live music, dancing and authentic Mexican cuisine. A great time was had by all!

For more information about the "Getaway with Da' Bears" and Apple Vacations, please visit www.AppleVacations.com.



Earl Bennett and Johnny Knox get ready to throw long during a football clinic.



Josh Beekman and Patrick Elwood prepare to have their heads shaved at the St. Baldrick's "Shave for a Cure" event.

St. Baldrick's "Shave for a Cure"

On Friday, March 12 guard **Josh Beekman** attended the St. Baldrick's Foundation's "Shave for a Cure" event at U.S. Cellular Field in Chicago, where he shaved his head in support of pediatric cancer, along with several hundred children and adults. FOX's morning show, "Good Day Chicago," was broadcasting live from the event all morning and saw over 500 kids from schools across the Chicago area shave their heads, further illustrating the unique spirit of "kids helping kids," which is the driving force behind St. Baldrick's and the "Shave for a Cure" event.

St. Baldrick's is the world's largest volunteer driven fundraising program for childhood research grants. Volunteers ask their family and friends, "How much would you donate for childhood cancer research to see me shave my head in solidarity with kids fighting cancer?" Since 2000, that simple question has helped generate over \$74 million through events in 24 countries and all 50 states. More than 130,000 volunteers—including over 10,000 women—have shaved their heads in exchange for donations. The St. Baldrick's Foundation now funds more in childhood research grants than any organization except the U.S. Government. So far in 2010, over 33,000 people have participated in "Shave for a Cure" events across the world, raising over \$14 million for the foundation.

The Bears were also proud to honor St. Baldrick's as our "Charity of the Month" for the month of March. To learn more about this great organization or to host an event in your community, please visit www.stbaldricks.org.

Chicago Bears Youth Football Camps

Chicago Bears Youth Football Camps are the official youth camps of the Chicago Bears. These week-long camps feature safe, non-contact football instruction and athletic development as well as instruction about good nutrition, proper hydration, and rest and recovery for kids ages 6 to 14 years old. Camps are led by professional educators with supplemental instruction from Chicago Bears Heroes such as **Robin Earl**, **Allan Ellis**, **Kris Haines**, **Al Harris**, **Jim Morrissey**, **Revie Sorey**, **Jim Thornton** and others.

Kids learn to run, throw, catch, defend, form block, form tackle and explode out of stance with proper technique and improved speed. Join us this summer and learn to play the Chicago Bears way!

Chicago Bears Youth Football Camps will kick-off in June, and there is still time to sign your child up for the action! It will be the best week of their summer. Register before Friday, April 16 and save \$20!

See our 27 camp locations at www.BearsCamps.com or call us at (312) 226-7776 for more information or to register.



Chicago Bears Youth Football Camps will be held in 27 different locations throughout the Chicago area during the summer of 2010.