



It Bears Mentioning...

COMMUNITY NEWSLETTER

OCTOBER 2008

CHECK IT OUT!

- 20th Annual Chicago Bears/Jewel-Osco "Coat Drive"
- Bears Light Up Evanston Township High School
- Staples "Dream Park Challenge with the Bears"
- Designate a Driver

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Real Bears Fans Wear Pink



Bears staff members wore their shirts and posed for a photo at Halas Hall on Friday, September 26.

On Sunday, September 28, real Bears fans across the country were wearing pink in support of Bears Care, the charitable beneficiary of the Chicago Bears, and National Breast Cancer Awareness Month. Fans had the opportunity to purchase specially designed, limited edition t-shirts through Bears Care, and were encouraged to wear them when the Bears took on the Philadelphia Eagles at Soldier Field on Sunday, September 28.



The Bears 4th Phase Captain showed her support on the sidelines prior to the Bears vs. Eagles game.

While Bears Care has a long history of supporting breast cancer research and treatment programs in Chicago through its annual Gala, this was the first time the organization has reached out to fans to ask them to support the cause. Our fans answered the call and reminded everyone why the Bears have the best fans in the NFL. In 16 days, the "Real Bears Fans Wear Pink" campaign generated over



Head Coach Lovie Smith helped spread the word about the "Real Bears Fans Wear Pink" campaign.

\$80,000! Net proceeds from the t-shirts will be distributed to a variety of organizations in Chicago that are focused on battling breast cancer through early detection programs and innovative research, and offering support to those who are diagnosed with this deadly disease.

Bears Care would like to thank all our fans who wore pink and to remind everyone that October is National Breast Cancer Awareness Month. During each game in October, Bears coaches



Bears employees were thinking pink at Soldier Field.

and sideline staff, along with their counterparts throughout the NFL, will show their support of this worthy cause by wearing pink ribbon pins.

Bears Care would also like to thank Turtle Wax, Trustmark, and the Athletes Committed to Excellence (ACE) Club at Libertyville High School for their support of this initiative. Special thanks to TLK Marketing and Ultimate Screen Printing for their generosity and assistance in producing the shirts.



QB Caleb Hanie visited the ACES Club at Libertyville High School to thank them for their support.

What Moves U Challenge



Adrian Peterson talked to students about the importance of being physically active.

The Chicago Bears, the American Heart Association, and Walgreens officially kicked-off the "What Moves U Challenge" during a multi-school assembly at the football stadium at Lane Tech High School in Chicago on Tuesday, October 7. Safety **Danieal Manning**, fullback **Jason McKie**, and running backs **Adrian Peterson** and **Garrett Wolfe** participated in the kickoff event by leading nearly 1,000 middle school students



The students were challenged to get 60 minutes of physical activity per day.

through various exercises and activities and talking to them about the importance of active, healthy living. Through the Bears' relationship with the "Building A Healthier Chicago" initiative, **Joseph Harrington**, Assistant Commissioner of the Chicago Department of Public Health, and **Alonzo Williams**, Lakefront Director of the Chicago Park District, also spoke at the assembly, as well as **Liz Andrews** of the American Heart Association. **Sondra Solarte** of FOX News Chicago was the dynamic and energetic emcee of the event.

The Chicago Bears partnered with the American Heart Association and Walgreens to present the "What Moves U Challenge," a program designed to tackle childhood obesity. Childhood obesity rates are at all-time highs: today nearly 1 in 3 kids and teens in the United States are obese or overweight. The "What Moves U Challenge," which is a 4-week program that educates middle school students about staying fit, was implemented in eight different middle schools beginning the week of October 13. The Challenge creates an engaging and fun environment at school that compels students to be physically active every day—both in school and at home. The American Heart Association recommends that children get at least 60 minutes of physical activity every day. Increased physical activity can



Players led the kids through warm-up exercises at the beginning of the assembly.

American Heart Association 
Learn and Live®

lead to longer life expectancies and decreased risk of cardiovascular disease. The "What Moves U Challenge," which is sponsored locally by Walgreens, is a national movement created by the American Heart Association and the NFL to encourage children to be more physically active. The message is simple: Get Out and Play, An Hour a Day!



Rookies Rally for Hometown Huddle



Chris Williams participated in the dedication ceremony for the new "Bears Fitness Zone" at Morton East High School

The Bears 2008 Rookie Class, including **Chris Williams, Matt Forte, Earl Bennett, Kellen Davis, Craig Steltz, Joey LaRocque, Caleb Hanie, Ervin Baldwin, Cody Balogh and Zackary Bowman**, participated in the Bears/United Way "Hometown Huddle" program by unveiling the new "Bears Fitness Zone" at Morton East High School in Cicero on Tuesday, October 7. A \$25,000 grant from the Chicago Bears and a partnership with Life Fitness provided the financial support and equipment to improve the existing training facilities at Morton East. The Bears rookies acted as health and fitness mentors for the day, leading the students through exercises and advocating for maintaining



Joey LaRocque motivated his group to do abdominal crunches

an active, healthy lifestyle. Life Fitness, with the help of Andrea Metcalf from NBC 5 in Chicago, also conducted a fitness seminar. During the seminar, the players talked about their nutritional needs as professional athletes, and the importance of eating a balanced diet. Students had the opportunity to win prizes by answering fitness and nutrition questions, and the Bears players even got in on the action later in the afternoon when they were challenged to see how many push-ups and sit-ups they could do in a minute!

The youth involved in the event were members of Corazón Community Services. Corazón's FUERZA Youth Program assists youth in developing and maintaining healthy lifestyles by engaging them in constructive activities in an environment that reflects the cultures, languages, and communities from which they come. Programming focuses on a positive youth development approach by offering educational support, practical skills, creative outlets, diverse opportunities and mentors

Area gangs have reduced the safe areas in which students in Cicero can be physically active. To assist youth in growing into healthy adults, the Chicago Bears, United Way and Life Fitness collaborated with Morton East High School to provide additional cardio and strength equipment and an inviting indoor space where youth can work out.

The new Fitness Zone features the Life Fitness Circuit Series, easy-to-use strength training equipment, as well as treadmills and exercise bikes. As part of the partnership, Life Fitness is providing programming support and ongoing educa-

tion through the Life Fitness Academy, the education arm of Life Fitness. The staff of Life Fitness Academy will continue to visit the school throughout the ten-week course to encourage the students to stick with their "Take the Pledge" programs, promote progression and answer any questions the students may have about the equipment or fitness.

The "Hometown Huddle" is a NFL league-wide day of service that provides NFL players from all 32 teams the opportunity to take part in a variety of community service activities. Started in 1999 by the NFL and United Way, the "Hometown Huddle" continues to help make a difference in communities across the country.

This event was one of four volunteer activities the Bears rookies will participate in as part of the "Rookie Rally" program, which was created by the Bears Community Relations department to involve the team's first-year players, as a group, in charitable activities throughout the season. The "Rookie Rally" program helps the rookies learn more about their new community, serve several worthwhile charitable organizations in the area, and bond together as a group through volunteerism.



Kellen Davis counted how many push-ups his group could do.



Matt Forte supervised the kids as they did opposite leg squat lunges.

Chicago Bears/Jewel-Osco "Coat Drive"



The 20th Annual Chicago Bears/Jewel-Osco "Coat Drive" kicked-off on September 29.

The 20th Annual Chicago Bears/Jewel-Osco "Coat Drive" kicked off on Monday, September 29 with a press conference at Halas Hall. Defensive ends **Adewale Ogunleye** and **Israel Idonije**, kicker **Robbie Gould** and Head Equipment Manager **Tony Medlin** participated in the press conference, along with representatives from Jewel-Osco, The Salvation Army, and Wm. Meyers Movers. Coats can be dropped off at all 186 Jewel-Osco stores

throughout Chicagoland beginning September 29, 2008 through November 30, 2008. There will not be a stadium collection drive at Soldier Field this year, so all fans should bring their new or gently used coats to a Jewel-Osco store near them. A store locator is available at JewelOsco.com. Thousands of coats will be collected this year as part of the 20th Annual Chicago Bears/Jewel-Osco "Coat Drive" benefiting The Salvation Army and public schools in the

Chicagoland area.

"Jewel-Osco is proud to partner with the Chicago Bears on this important initiative to help kids and families during the cold winter months," said Keith Nielsen, president of Jewel-Osco. "In these challenging economic times, we're glad to do our part to help those in need."

Hello to Our Heroes

On Tuesday, September 16 defensive tackle **Anthony Adams** visited George Armstrong Elementary School in Chicago in support of the Bears "Hello to Our Heroes" program. Through this program, Anthony helped 7th grade students write letters to members of the military who are currently stationed overseas. The "Hello to our Heroes" program, which is sponsored by Staples, was developed by the Chicago Bears in

2005 in an effort to help boost the morale of American soldiers. Bears players visit a different school each month during the football season to help a group of students write letters that will be distributed to troops by the USO. Staples provides letter writing kits to the students to assist them in writing the letters. In addition, Staples also provides letter writing kits to the soldiers who receive the students' letters. For more information on the

"Hello to Our Heroes" program, log on to www.ChicagoBears.com/community.



Anthony Adams looked on as students wrote their letters.

A Day at the Movies

Fontel Mines and Nick Roach visited with kids during "A Day at the Movies."



Tight end **Fontel Mines** and linebacker **Nick Roach** joined over 50 kids from Big Brothers Big Sisters Lake County on Tuesday, September 23 for a private, advanced screening of the new

Disney movie "The Express" at the Lincolnshire 20 & IMAX Theaters in Lincolnshire. Fontel and Nick spoke to the kids prior to the start of the film, and then stayed to enjoy the movie with them. "The Express" follows the extraordinary life of Ernie Davis, the

first African-American to win the Heisman Trophy. The NFL and the Regal Entertainment Group partnered to present "A Day at the Movies," which took place at Regal theaters in many NFL markets on September 23.

Bears Help Light Up Evanston Township High School



Guard **Josh Beekman**, wide receiver **Brandon Rideau**, linebacker **Nick Roach** and tight end **Fontel Mines** appeared with Chicago Bears Senior Director Special Projects **Pat McCaskey** and Bears/Evanston Township High School alumnus **Emery Moorehead** at Evanston Township High School on Friday, September 12 for a dedication ceremony to kick off

Bears players attended the first night game at ETHS.

the first night football game in school history. The pre-game ribbon-cutting ceremony at ETHS's renovated Lazier Field included the ceremonial turning on the lights for the Wildkit's first ever night game. The updated stadium, which includes a new artificial turf surface, a 25-foot scoreboard, as well as four new light towers, was made possible by the NFL's Grassroots Program and the Local Initiatives Support Corporation of Chicago (LISC/Chicago), in concert with Evanston Township High School, the Chicago Bears and donations from alumni and other community sources. In addition to

high school football, various community sports organizations will have free use of the stadium, making the facilities more than just a new field—the stadium will be a community center for Evanston athletics. In all, over 2,000 Evanston youth will directly benefit from this new field. The NFL Grassroots Program is a partnership between the NFL, the NFLPA and LISC. Since its inception, the Grassroots program has helped nonprofit organizations bring the lessons and joys of youth sports to more than 60,000 inner-city children through the development of nearly 150 community football fields and facilities in urban neighborhoods.

Bowl With the Bears



"Bears Bowl II" will be held on Monday, October 27, 2008 at an upscale bowling and bocce venue located in the north suburbs beginning at 6:30pm. The evening will feature a unique opportunity for guests to mingle in a private setting with the 2008 Chicago Bears.

Guests and players will enjoy a lavish buffet, beverages and auctions, with bowling and a little competition mixed in. Lane sponsorships are available and include admission for five bowlers and four non-bowling guests, with a current Chicago Bears player serving as

your team captain. For additional information, email bearscare@bears.nfl.com.

Bears School Outreach

The Bears School Outreach program began on Tuesday, September 9 when **Rashied Davis** and **Robbie Gould** visited Jordan Community School in Chicago to speak to, motivate, and interact with students. Each Tuesday during the football season, Bears players will visit different Chicago Public Schools to talk to kids about the

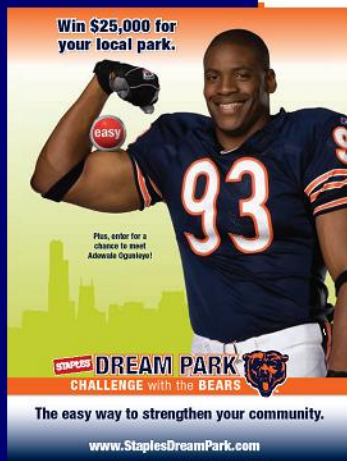
importance of education, character development, goal setting, commitment to excellence, and the importance of leading a healthy, active lifestyle. Now in its 11th season, the Bears School Outreach program reaches more than 7,000 students annually. To date, players who have participated in Bears School Outreach in 2008 include

Josh Beekman, Earl Bennett, Rashied Davis, Dusty Dvoracek, Robbie Gould, Joey LaRocque, John St. Clair and Garrett Wolfe.



Robbie Gould visited with students at Jordan Community School.

Staples Dream Park Challenge



The Chicago Bears and defensive end **Adewale Ogunleye** have teamed up with Staples for the second year in a row to present the “Staples Dream Park Challenge with the Bears.” Through this program, Staples will donate over \$45,000 to help improve 15 parks in the city of Chicago, and its surrounding suburbs. From September 16 through November 17, Chicagoland residents can log on to www.StaplesDreamPark.com to vote for their favorite park.

The park receiving the most votes will receive \$25,000, second-place will win \$10,000 and third-place will receive \$5,000 to go towards park improvements. The 12 remaining parks will receive \$500 each.

Residents are allowed to vote once per day for their local park. People can also pick up a “Power Card” at any Chicago-area Staples store to have their online vote count 10 extra times. Voters will also be

automatically entered into a drawing to meet Adewale Ogunleye at an event at Soldier Field to announce the winning park.

For a complete list of participating parks, and to learn more about the “Staples Dream Park Challenge with the Bears,” log on to www.StaplesDreamPark.com. Remember to vote early, and vote often to help improve your park!

World Wide Day of Play



Kevin Payne gave some pointers to kids during a flag football game.

Safety **Kevin Payne** appeared at the Cotter Boys & Girls Club in Chicago on Tuesday, September 23 in support of Nickelodeon’s “World Wide Day of Play.” Kevin led students through five station-based activities, one of which was a flag football station. This event also highlighted a new partnership between Bears Care, the chari-

table beneficiary of the Chicago Bears, and the Boys & Girls Clubs of Chicago. Funding from Bears Care will provide the opportunity for the Boys & Girls Clubs of Chicago to bring NFL FLAG Football to their clubs and expand the flag football program to all clubs that choose to participate.

Nickelodeon partnered with the NFL to present “World

Wide Day of Play,” which took place on Saturday, September 27. For three hours, Nickelodeon Kids and Family Group, as well as NFLRUSH.com, went off the air and offline to encourage kids to go outside and play. For more information about “World Wide Day of Play,” please visit www.NFLRUSH.com.

Brunch with a Bear

Midtown Athletic Club hosted their 6th annual 5K Run and Walk on Saturday, September 27. Proceeds from the race benefited Bears Care, the charitable beneficiary of the Chicago Bears. Race participants had the opportunity to attend “Brunch with a Bear” on Tuesday, September 23 at

Midtown Athletic Club in Palatine. Guard **Terrence Metcalf** and Bears mascot **Staley** were in attendance to participate in a “Question and Answer” session, and they also signed autographs for fans in attendance.



Goal Power: Alternative Careers in Sports



For the fourth consecutive year, defensive end **Adewale Ogunleye** has teamed up with the Chicago Urban League to present his community outreach program, "Goal Power: Alternative Careers in

Adewale Ogunleye hosted 30 students at Halas Hall.

Sports." As part of the program, 30 high school students involved with the Chicago Urban League will go on several field trips to different sports-related venues throughout Chicago to observe day-to-day activities and responsibilities that are associated with careers in sports. On Saturday, September 27 the kids visited Halas Hall in Lake Forest to speak with executives from the Chicago Bears, including **Isaiah Harris**,

Director of Player Development; **Kevin Turks**, Assistant Director of Pro Personnel; **Kate Rackow**, Community Relations and Player Appearances Coordinator; and **Rusty Jones**, Director of Physical Development. Several of Ogunleye's teammates, including **Matt Forte**, **Alex Brown**, **Israel Idonije** and **Anthony Adams** also stopped by to talk with the students. Other visits this year have been to the United Center, and WFLD-FOX studios in Chicago.

Tackle a Book Today!



For the fifth consecutive year, the Chicago Bears are administering an exciting reading incentive program called "Tales to Tackle," which will

run from mid-October through mid-January. The goal of this program, geared towards 6th, 7th and 8th graders, is for students to read three teacher-approved books per month for three months. The main component of "Tales to Tackle" is a reading notebook, which includes photos of Bears players. The notebook also includes a list of suggested books and has plenty of space for students to write book reports and allows the students to keep track of the books they read during the program. Every child who achieves the goal of reading

three books per month for the three month period will be entered into a random drawing for the chance to win a special "Bears Experience" at Halas Hall in Lake Forest. The "Tales to Tackle" program is sponsored by ComEd, and is a component of the Chicago Bears Education initiative, which is presented by Chase. Please contact the Community Relations Department at (847) 739-5308 if you are a teacher interested in introducing the program to your students.

Start Your Game Right, Designate a Driver

"Start Your Game Right, Designate a Drive." The Chicago Bears, Sportservice and Miller Brewing Company encourage fans to sign up to be Designated Drivers. If you are 21 years of age or older, pledge not to drink alcohol beverages at a

Bears game, and will provide responsible transportation for all members of your group, please stop by a Fan Services booth during home Bears games at Soldier Field to receive a Designated Driver coupon for a complimentary soft

drink. Participants will be asked to sign a pledge card and show identification to verify their age.

