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It Bears Mentioning...

COMMUNITY NEWSLETTER/JULY 2011

16th Annual Bears Care Gala



Bears alumni players Richard Dent and Gale Sayers attended the 16th Annual Bears Care Gala, held in the United Club at Soldier Field.

On the evening of Saturday, May 14, Bears Care hosted the 16th annual Bears Care Gala, "Brian's Song...So That Others May Live to Sing," in the United Club at Soldier Field. The Gala—named in honor of legendary Chicago Bear Brian Piccolo, who lost his life to cancer nearly forty years ago—has raised over \$9 million to battle breast and ovarian cancer since 1996. These diseases have touched all of our lives in some way, and Bears Care is dedicated to raising funds to support research and treatment programs, and to helping find a cure.

Over 700 guests attended this year's event, which included the entire **Bears coaching staff**, members of the **McCaskey family**, President & CEO **Ted Phillips**, and General Manager **Jerry Angelo**. Bears alumni including **Gale Sayers**, **Richard Dent**, **Emery Moorehead** and **Marcus Robinson** were also in attendance.

This year's event surpassed last year's amount raised thanks in large part to a record-breaking live auction, which included trips to South Africa, Paris and Canton to see the induction of Richard Dent into the Pro Football Hall of Fame. Once again, the "Leave Town with the Bears" trip generated a lot of excitement with the guests. The winner and a guest will travel with the team to the Bears road game of their choice. They will fly on the team charter, stay at the team hotel and travel on police-escorted team buses throughout the weekend.

For more information about Bears Care, and to see photos from the 2011 Bears Care Gala, please visit www.ChicagoBears.com/community/BearsCare.asp.

Join the Bears Care Team!

Bears Care, the charitable beneficiary of the Chicago Bears, has pledged to raise \$1 million to build critically needed public athletic fields throughout the city of Chicago through the "Take the Field" initiative. We are encouraging our fans and business partners to join us in this cause by either making a donation or joining the Bears Care team if you are running in the 2011 Bank of America

Chicago Marathon. While registration for the Bank of America Chicago Marathon is now closed, Bears Care does have a limited number of post close entries available. To receive one of these post close entries, you are required to raise a minimum of \$1,200 for Bears Care. If you are interested in receiving a post close entry for the Chicago Marathon from Bears Care, please contact Matt Simeone at (847) 739-5418 or e-mail us at bearscare26.2@gmail.com.

Thanks to the NFL Youth Football Fund and The Pritzker Traubert Family Foundation, every dollar that is raised for Bears Care will be matched 4 to 1. To learn more about "Take the Field" or to make a donation, please visit www.ChicagoBears.com/community/bearscare.asp.





Nominations are now being accepted for the 2011 Symetra "Heroes in the Classroom" program!

Nominate a Teacher Today!

Do you know a teacher who deserves recognition for his or her hard work and dedication in the classroom? Well now is your chance to make that happen! Sixteen Chicago-area teachers will be selected as a Symetra "Hero in the Classroom" for their outstanding leadership and instruction. Winners will receive a \$1,000 donation for their classroom, two tickets to a 2011 Chicago Bears home game, a VIP sideline experience at Soldier Field, as well as recognition at school and on-field during game day!

Your nominee must be a K-12 teacher at a school located within Cook, DuPage, Kane, Lake, McHenry, and Will Counties in Illinois. "Hero" selection is based on a teacher's ability to balance the core curriculum with students' individual needs, build trust among students, parents and the community, and invest in their students' long-term success.

Nominations are now open. The first Bears regular season home game is Sunday, September 11 and the sooner the nominations are submitted, the more opportunity your favorite teacher has to be a winner!

For more information and to nominate a teacher today, visit www.symetra.com/heroes.

Brian Piccolo Award Winners

Defensive tackle **Anthony Adams** and offensive tackle **J'Marcus Webb** were named the 2010 veteran and rookie recipients of the Brian Piccolo Award during a press conference at Halas Hall on Tuesday, April 26. Each year, Bears players vote for who they think best exemplifies the courage, loyalty, dedication, teamwork and sense of humor of the late Brian Piccolo. The award was first given to a Bears rookie in 1970, and was expanded in 1992 to include a veteran who possesses the same qualities.

Head Coach **Lovie Smith**, Defensive Coordinator **Rod Marinelli**, Offensive Coordinator **Mike Martz** and Senior Director of Special Projects **Patrick McCaskey** spoke during the event.

Proceeds from the Brian Piccolo Cancer Research Fund benefit breast cancer research at Rush Medical Center and the Clearbrook Center for the developmentally disabled in Arlington Heights. The fund has raised more than \$8 million since 1991.



Anthony Adams and J'Marcus Webb were the recipients of the 2010 Brian Piccolo Award.

Chicago Bears Youth Football Camps



Registration is still open for Chicago Bears Youth Football Camps! Sign up today!

The Chicago Bears are once again offering non-contact football camps in 27 communities in northern Illinois this summer, and there is still time to sign up! Each camp runs Monday through Friday, 9:00 a.m. to 3:00 p.m. Chicago Bears Youth Football Camps, sponsored by Gatorade, are available to children ages 6-14 years old.

Kids learn to run, throw, catch, defend and compete the Chicago Bears way! All programs provide safe, non-contact football instruction and teach athletic skill development, life skills, and fitness and agility training. Certified athletic trainers are also provided by AthletiCo, the exclusive provider of training services for all Chicago Bears Youth Football Camps.

Camps feature Chicago Bears Camp Heroes such as **Al Harris, Robin Earl, Allan Ellis, Kris Haines, Jim Morrissey, Mickey Pruitt** and **Keith Van Horne**.

Through these community based programs, the Bears are making high quality and safe football experiences available to both experienced players and newcomers to the game.

For more information about Chicago Bears Youth Football Camps or to register your child, please visit www.BearsCamps.com or call (312) 226-7776.

Chicago Bears Support Literacy Programs



A student at Clearview Elementary excitedly shows off one of his new books from Bernie's Book Bank.

During the month of May, Chairman **George H. McCaskey** and several Bears staff members joined volunteers from the United Way of Lake County and Bernie's Book Bank in distributing books to children in Waukegan. The group visited Lyon Magnet Elementary School on Friday, May 13 where they gave books to over 600 students in grades kindergarten through 5th. On Thursday, May 26, 670 students at Clearview Elementary School received their very own books thanks to Bernie's Book Bank. At each school they visited, volunteers went classroom to classroom, handing bags of books to excited students. Beginning readers in lower grades each received a bag filled with a minimum of six new or gently read books. Students in higher grades received a minimum of three books in their bags. While the main objective of Bernie's Book Bank is to promote literacy, it also encourages socialization between children. Immediately after they peered into their bags, students begin trading and sharing their books with their classmates, which is an integral part of the experience.

Since its founding in December 2009, Bernie's Book Bank has collected, processed and distributed more than 270,000 books to at-risk children in Lake, Cook and DuPage counties. Children served by Bernie's Book Bank receive at least two bags of books per year until they complete sixth grade. Their mission is to increase the book ownership of at risk-children, thereby increasing their chances to succeed in school and life. Books donated to Bernie's Book Bank are leveled into age-appropriate categories, fingerprinted with a Bernie's Book Bank sticker, and distributed in bags of books to at-risk children within several days. To learn more about Bernie's Book Bank, please go to www.berniesbookbank.org.

Bernie's Book Bank is currently working with the United Way of Lake County on a project called *Page It Forward*, Lake County's biggest book drive. The goal of the campaign is to collect 100,000 new or gently read children's books by the end of the summer. There are two ways that you can support the *Page It Forward* program. To immediately contribute a book, you can "like" *Page it Forward* on Facebook by going to www.facebook.com/pageitforward. For every supporter that likes this page, one book will be donated! There will also be a series of book drop-off events during the summer at business parks and community events throughout Lake County. All books that are collected will be redistributed to low-income children in the area. For more information, and for a list of drop-off locations, please visit www.uwlakeco.org/pageitforward.

Through a separate literacy program during the 2010 football season, the Chicago Bears worked with ComEd on a virtual book drive to benefit two schools in the city of Chicago. Fans could log on to ChicagoBears.com to purchase a book that would be donated to either Pope John Paul II School in the Brighton Park neighborhood or St. Margaret of Scotland School in Washington Heights. On Wednesday, June 1, **George H. McCaskey** visited Pope John Paul II School to deliver the books that were so generously donated by our fans. After the presentation in the school's library, George read a book to the students and visited with the staff.



George H. McCaskey reads a book to students at Pope John Paul II School.



Show Your Bears Spirit!

Calling all Bears fans!!! Celebrate your Bears pride for the chance to win a \$10,000 NFL PLAY 60 health and wellness grant and an NFL team celebration! Plan a fun Back to Football Friday celebration for the Bears, and your school could be one of 34 across the nation named NFL PLAY 60 Super Schools.

Your Back to Football Friday celebrations can take place up to two weeks following the first game of the 2011 NFL regular season. Registration is open and easy. Once registered you'll be invited to return on the day after the first NFL game to start uploading photos of your event!

School may be out for the summer, but you can still sign up to celebrate Back to Football Friday today at www.NFLRUSH.com/backtofootball and continue cheering on the Bears all season long!

USA Football Coaching School

On Saturday, June 18, 200 youth football coaches from across the Chicago area attended the sold-out USA Football Coaching School at Halas Hall. The Coaching School is an annual partnership between the Bears and USA Football, and both parties were excited to introduce a new curriculum and format at this year's sessions. The new curriculum is based on USA Football's Player Progression Development Model, so coaches learned skills that will apply to players based on their physical, social and cognitive abilities. Youth and high school coaches who have been educated in the Player Progression Development Model served as the clinicians, assuring that the appropriate content for age groups was delivered.

In the past, the Coaching School was a day-long event for all coaches, but this year the day was split into two smaller sessions, one morning and one afternoon. The new format included tailored, age-specific education that allowed for a shorter, but more focused day.

The first three hours of the sessions were spent rotating through classroom meetings, and the final two were spent doing field-work and drills at the Walter Payton Center. While a majority of the content of the Coaching School focuses on teaching football skills and techniques, coaches also spent a significant amount of time on topics such as dealing with unhappy parents and engaging distracted players.

For more information about USA Football Coaching Schools and the Player Progressions Development Model, please visit www.USAFootball.com.



The Bears hosted the USA Football Coaching School at Halas Hall on Saturday, June 18.



Students at Stratford Middle School proudly display their "Bears Football for Heart" banner after completing the program.

After a successful campaign in 2010, the Bears and American Heart Association (AHA) were excited to continue the "Bears Football for Heart" program in 2011. Originally piloted in four schools, "Bears Football for Heart" expanded to include 19 schools throughout the state of Illinois during the 2010-2011 school year.

Modeled after the AHA's successful "Hoops for Heart" and "Jump Rope for Heart" programs, "Bears Football for Heart" is a football skills program combined with a multi-week, in-school campaign to educate students about heart health and the importance of being physically active for at least 60 minutes a day. At the same time, "Bears Football for Heart" promotes community service by raising funds to help children and adults through lifesaving heart and stroke research and education programs. The program also supports the NFL's Play 60 youth health and fitness campaign, which is focused on making the next generation of kids the most active and healthy.

Students who participated in "Bears Football for Heart" could earn Bears prizes by reaching specific fundraising goals, and the school that raised the most money for the AHA will be awarded with a visit from a Bears player at their school. For the second year in a row, Granger Middle School in Aurora was the top fundraiser out of all of the participating schools, and will have a Bears player visit their school to help kick-off their "Bears Football for Heart" campaign next fall.

The Bears and AHA thank the teachers and students at all of the participating schools for making the "Bears Football for Heart" program a huge success. For information about the 2011—2012 "Bears Football for Heart" program, please check back to www.ChicagoBears.com/community.

Pop Warner NFL Team of the Year

The Chicago Bears were thrilled to be recognized as the *Pop Warner NFL Team of the Year* during the Pop Warner 2011 All-American Scholastic Banquet at the Marriott Magnificent Mile in downtown Chicago on Saturday, May 28. Bears running back **Matt Forte** was presented with the *Inspiration to Youth Award* and former Bears wide receiver **Marcus Robinson**, who now serves as a Pop Warner youth football coach, accepted the *Youth Team of the Year Award* on behalf of this team, the Algonquin Argonauts.

During the banquet, Pop Warner also handed out \$110,000 in scholarships to their Senior Scholars. For more information, please visit www.popwarner.com.



The Bears were honored during the Pop Warner 2011 All-American Scholastic Banquet.

Bears Support Military Members, Past and Present



George H. McCaskey poses for a photo with two of the Berg brothers upon their return to Chicago.

The Chicago Bears have a very proud history of supporting the United States Military. Soldier Field, home to the Bears on Sundays during the football season, was built as a memorial to all of those who have served in the armed forces. **George S. Halas**, the founder of the NFL and the Chicago Bears, served in the U.S. Navy during both World War I and World War II, and **Edward McCaskey**, former Bears Chairman, served in the 80th Infantry Division of the U.S. Army. We are proud to continue this tradition through numerous programs and initiatives that provide support and show thanks to those who serve our country and protect our freedom.

On Wednesday, April 27, Chairman of the Board **George H. McCaskey** traveled with 96 World War II veterans to Washington D.C. to visit the National World War II Memorial. The trip was arranged by *Honor Flight Chicago*, a nonprofit organization that flies veterans to the nation's capital for one day to see the memorial, which honors the 16 million who served in the U.S. armed forces, the more than 400,000 who died, and all who supported the war effort from home. George served as a "guardian" for the day, helping to escort three brothers—Tony Berg, 92, Bob Berg, 90, and Harold Berg, 88—

who all served in the Army during WW II. For George, one of his favorite parts of the day was seeing how many people came up to the veterans to shake their hands and thank them for their service, and how humbly they accepted their gratitude. *Honor Flight Chicago* has now made 27 visits to Washington since 2008 with eight more trips planned this year. According to *Honor Flight's* website, there are more than 1,500 veterans on a waiting list and approximately 25,000 World War II veterans living in the Chicago area. For more information about *Honor Flight Chicago*, and to watch a ten-minute documentary narrated by actor and Chicago native Gary Sinise, please visit www.honorflightchicago.org.

After honoring soldiers who served their country in the past with *Honor Flight Chicago*, George shifted his focus to recognizing soldiers who were just beginning their journey. On Thursday, June 9, George and Bears Senior Director of Administration **John Bostrom** attended a farewell ceremony for the 226th Port Management Team of the Army Reserves at Fort Sheridan. The 24 soldiers were shipping out the following day for a year-long deployment to Kuwait. For many of the young men and women, it marked their first time overseas. George was a featured speaker at the ceremony, along with representatives from the American Legion, the local VFW, and Allen J. Lynch, Congressional Medal of Honor Recipient for his service in the Vietnam War. Fort Sheridan is located 10 minutes from the Bears training facility in Lake Forest, but the McCaskey family also has a very personal connection to the base. Col. William Spencer McCaskey, the brother of George's great-great-grandfather, served as the commander of the 20th Infantry at Fort Sheridan at the beginning of the 20th century. The Chicago Bears thank the 226th Port Management Team for their service and wish them a safe return.



The 226th Port Management Team, Transportation Corps, United States Army Reserve



Staley is introduced to students during the "Go For the Gold Celebration!"

Go for the Gold!

Mascot **Staley da Bear** visited John A. Wash Elementary School in Chicago to participate in the "Go for the Gold Celebration." "Go for the Gold" is a city-wide initiative to support Chicago Public Schools in providing health and wellness programs to answer First Lady Michelle Obama's call for schools to meet the HealthierUS School Challenge. The challenge sets rigorous standards for school food, physical activity, physical education and nutrition education. At the beginning of the 2010-2011 school year, Chicago launched a new school food program with nutrition standards that meet and exceed the HealthierUS School Challenge Gold Standard.

The "Go for the Gold Celebration" recognized the first 19 Chicago schools to achieve the HealthierUS School Challenge as part of "Go for the Gold!" This program is a collective effort between the Chicago Public Schools, Healthy Schools Campaign, Illinois State Board of Education, and USDA Midwest. For more information, please visit

www.GoForTheGoldCPS.org