



# TOUCHDOWN

## IN THE COMMUNITY



2005-2006  
Houston Texans  
Community Report



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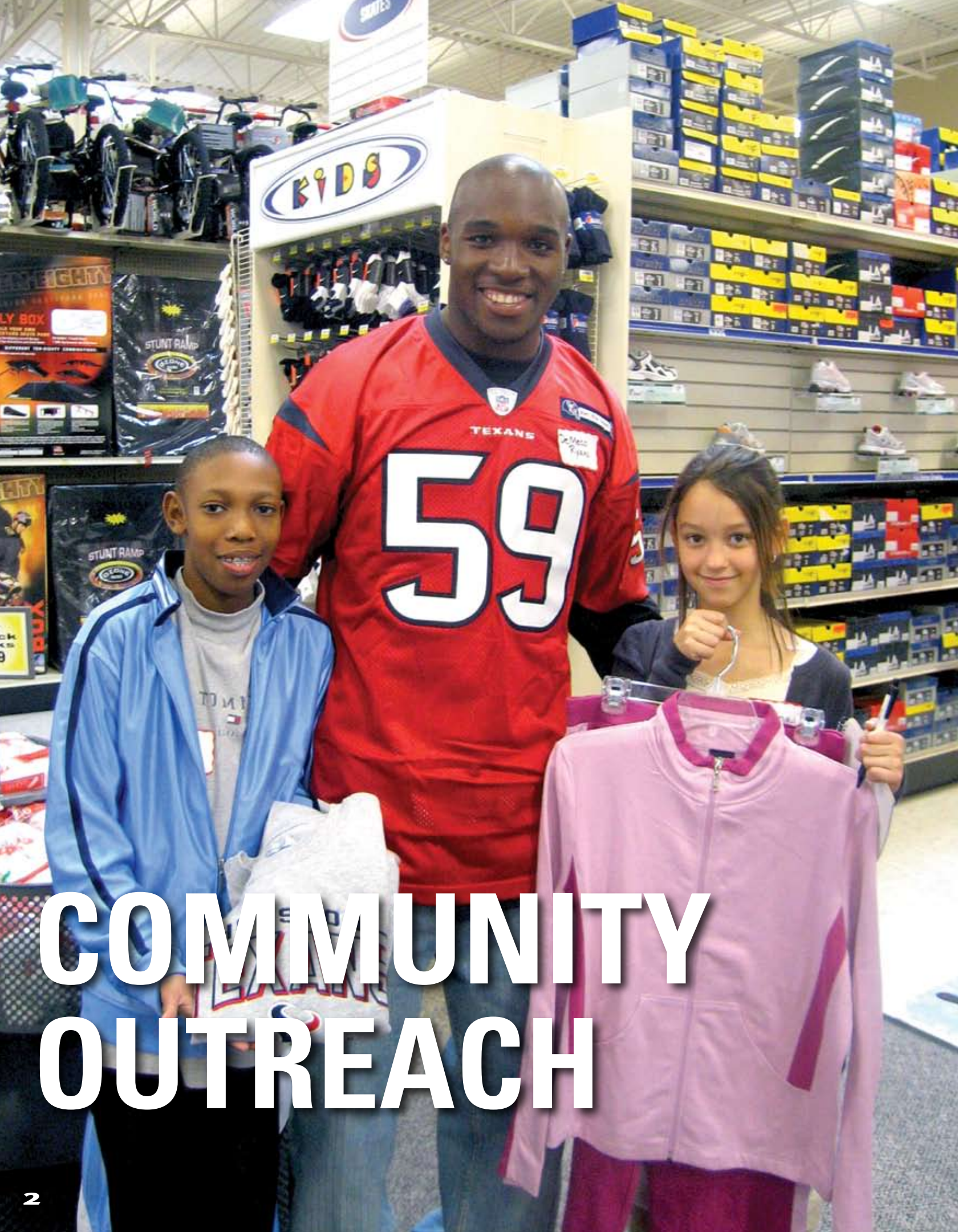
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**TOUCHDOWN**  
— IN THE COMMUNITY —



# COMMUNITY OUTREACH

# COMMUNITY OUTREACH

## COMMUNITY RELATIONS: EDUCATION

### JOIN THE TEAM: INTEGRATING BUSINESS AND SPORTS CAREER SEMINAR



*College students interact with panelists during Texans Career Seminar*

College students interested in pursuing business careers in sports attend the annual Texans career seminar and internship workshop, which is held at Reliant Stadium. The free event is conducted by Texans executives and corporate sponsors.

### HISD CULTURAL ARTS POSTER CONTEST

The Houston Texans partner with the Houston Independent School District for an arts education program that promotes cultural awareness. HISD middle school students are judged on poster size entries, which depict cultural themes. Prizes include Texans merchandise, gift cards and mounted artwork.

### WHAT MOVES U

Childhood obesity is a growing problem across America. WHAT MOVES U is a joint effort between the NFL, Houston Texans and the American Heart Association/Texas to motivate and mobilize local youth to become more physically fit. A comprehensive curriculum was created and distributed to classrooms across the country to help teachers incorporate fitness into their daily lesson plans.



*"It's been great just to be out here helping the kids. They are enjoying it and I always enjoy myself when I am around kids and I like to see them having fun."*

**Houston Texans LB  
DeMeco Ryans**

## COMMUNITY RELATIONS: HEALTH

### BLOOD DRIVE CHALLENGE



*Houston Texans RB Wali Lundy was among numerous Texans players that greeted donors at Reliant Stadium during the Texans Blood Drive*

Fans of the Houston Texans and Denver Broncos rolled up their sleeves to donate blood during a challenge in both cities on Oct. 24, 2006. The Methodist Hospital and Gulf Coast Regional Blood Center were among the sponsors of the

5th annual blood drive in Houston. Collectively, over 4,000 donors gave blood during the one-day challenge.

### TACKLE PROSTATE CANCER

The Methodist Hospital, Houston Texans and Reliant Energy teamed up to offer free prostate cancer screenings in June 2006 at Reliant Park. Over 2,000 men were screened during the event. The program helped to raise awareness about prostate cancer and offered information and services about preventative treatments.

### HOSPITAL VISITS

Throughout the year Houston Texans players make their rounds to visit patients at local hospitals. Some of their stops included visits to the Shriners' Hospital, the Methodist Hospital and the Texas Institute for Rehabilitation and Research.



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## COMMUNITY RELATIONS: SPECIAL EVENTS



### NFL/HOMETOWN HUDDLE

The Houston Texans' Rookie Class teamed up with the United Way of the Texas Gulf Coast to participate in the NFL/ Hometown Huddle, which is an NFL initiative that 32 teams perform. Players hosted a field day with drills and physical activities for students from Ripley Academy. The school also received a grant from the NFL to purchase a Fitness Cluster for their playground.

*Houston Texans rookies served as coaches during the NFL Hometown Huddle event at a local school*

### SHOP WITH THE TEXANS

Houston Texans rookies acted as Santa's Helpers as they assisted 25 children from local charitable organizations purchase holiday gifts for themselves and family members. Academy Sports and Outdoors supplied each child with a \$100 gift card for their purchases.

*Children from local charitable organizations shopped with the Houston Texans rookies for holiday gifts*



# COMMUNITY OUTREACH



## A HOLIDAY FEAST FOR HOMETOWN HEROES

A group of Houston Texans players served a complete Thanksgiving dinner to firemen from three fire stations. The meal was catered by a local food franchise. The firemen showed their gratitude by giving the players a tour of the firehouse and several fire trucks.

*Firefighters are treated to a special Thanksgiving dinner served by several Houston Texans*



## LUNCH WITH THE TEXANS

Several Houston Texans players and their wives spread some holiday cheer, by hosting a lunch for students from Stovall Academy. The lunch was graciously provided by Cordua. Following the lunch, the children worked on arts and crafts and played games with the players.

*A number of Texans players and their wives hosted a holiday luncheon for kids*



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## MARKETING: EVENTS

### TEXANS GAMEDAY

The Houston Texans have created a magical gameday experience with the best fans in the NFL! Gameday begins with incredible pregame tailgating and a special experience during the game with fan traditions and rituals. Fans are encouraged to tailgate and participate in the many activities around Reliant Stadium while cheering their team on to victory.

### TEXANS SPECIAL EVENTS OUTREACH

The Texans have created many special fan events throughout the year. Events include Texans Draft Party, Cheerleader and Bull Pen Pep Band Tryouts, Football 101, Training Camp, Texans Week, Cheerleader Halloween Bash, Website Contests/Promotions and Youth and Hispanic Outreach Programs. Each program is specifically designed for fans of all ages throughout the Houston area.

*Fans eagerly wait on a draft selection for the Texans*

### TEXANS DRAFT PARTY

Over 8,000 fans attended the Texans Draft Party, sponsored by Miller Lite, at Reliant Stadium. Fans watched the live NFL Draft while getting player autographs, listening to the live SportsRadio 610 draft broadcast, touring the stadium and participating in many fan activities.



# COMMUNITY OUTREACH



## TEXANS WEEK

Texans Week kicks off the start of the Texans season with an array of events. Events include: Meet the Texans at the Kemah Boardwalk, Fiestas Patrias, Pancakes & Pigskins Rookie Breakfast, Take a Texan to School, Gatorade Jr. Training Camp, Gridiron Glory Sights & Sounds of the NFL, Go Texans! Day, Texans Tailgate 101 and the Taste of Victory/Cheerleader Magazine Preview Party. Over \$100,000 is raised for charity each year during this week.

*The Kemah Boardwalk is the site for a Texans party to signal the start of the NFL season*

## TEXANS ALL ACCESS

The Texans hosted a special All Access event for all season ticket holders with autographs from the entire team and an opportunity for a behind the scenes tour of Reliant Stadium. Head coach Gary Kubiak addressed all fans at the end of the event.

*Several players' sign autographs for fans during the Texans All Access Event*



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## MARKETING: EVENTS



*Texans fans enjoy a unique football experience at the Houston Symphony*

### GRIDIRON GLORY: SIGHTS AND SOUNDS OF THE NFL

The Houston Texans, Houston Symphony and NFL Films presented the first-ever event showcasing the nationally acclaimed NFL Films "Autumn Thunder" music performed by the Houston Symphony. NFL Films legend Steve Sabol emceed the event with appearances by top NFL Films composers including Sam Spence.

### REGIONAL OUTREACH

The Texans extended their outreach throughout Texas with special events outside of Houston. Texans players, cheerleaders and mascot TORO visited Beaumont, Corpus Christi, McAllen, Ft. Hood, Austin and San Antonio with many events planned for the communities. Events included school visits, hospital visits, and autograph signings and fan events.

## HISPANIC OUTREACH INITIATIVES

### TEXANS & HISPANIC WOMEN IN LEADERSHIP

The Texans partner with HWIL in efforts to encourage and promote the development and advancement of all Hispanic women. Texans Hispanic Advisory Board Member Rosanna Moreno served as the keynote speaker and offered a presentation on business opportunities for women.

### HISPANIC HERITAGE DAY

The Texans, along with Motorola and Verizon Wireless, are proud to present Hispanic Heritage Day each season during Hispanic Heritage Month. Several Latin-themed activities occur before the game such as Mariachi performances, Folkloric Dancers, themed music and special video presentations of The Texans Hispanic Outreach Projects. In addition, the Texans Hispanic Advisory Board and the team's partnership with the Houston Hispanic Chamber of Commerce and NFL Mexico are recognized.

### TEXANS & THE ASSOCIATION FOR THE ADVANCEMENT OF MEXICAN AMERICANS

The Texans partnered with AAMA to help develop leadership skills among Hispanic youths by empowering their abilities in the areas of education, technology and recreational activities. Texans Limited Partner Javier Loya hosted a Football 101 en Español workshop alongside Univision KXLN-TV Channel 45 Sports Director Felipe Valenzuela. The event also featured the Gatorade Jr. Training Camp Program along with a special visit from the Texans Cheerleaders.



*Texans Limited Partner Javier Loya co-hosts football 101 en Español*

# COMMUNITY OUTREACH



## HISPANIC OUTREACH INITIATIVES



### GATORADE JR. TRAINING CAMPS

The Texans visited many HISD schools in Hispanic communities, in addition to Monterrey, Mexico, with their Gatorade Jr. Training Camp. This program teaches football, fitness and the importance of staying in school.

*In Monterrey Mexico, students learn the fundamentals of football*

### HOUSTON TEXANS FOOTBALL FIESTA

Football Fiesta is a free public event sponsored by Miller Lite. The event featured live Latin music, a special Texans football analysis in Spanish, interactive games and appearances by TORO, the Texans Cheerleaders and Bull Pen Pep Band. Following the concert and football analysis portion, fans had the opportunity to enjoy a Texans practice.



*Fans enjoyed the entertainment at Football Fiesta*

### TEXANS HISPANIC MEDIA LUNCHEON

The Texans host their Annual Hispanic Media Luncheon prior to Texans Training Camp. Each year, Houston area Hispanic media professionals are invited to attend and learn more about the team and its media procedures for gameday, press conferences and other activities.

### BROADCASTS AND PARTNERSHIPS

The Texans have strong media broadcast partnerships with various Spanish language media outlets. All games are broadcasted on Univision Radio's 1010 AM LA TREMENDA and the Texans have a weekly sports show "Puntos Extra" which is aired on Univision KXLN Channel 45. In addition to creating partnerships with Spanish television and radio partners, the Texans also established strong ties with Spanish print outlets. To further promote sports within the Hispanic community, the Texans introduced professional sport's first Hispanic Advisory Board and established partnerships with the Houston Hispanic Chamber of Commerce.

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## YOUTH FOOTBALL



### TEXANS JUNIOR PLAYER DEVELOPMENT CAMPS March-July - Houston ISD, Aldine ISD, North Forest ISD, Spring Branch ISD and Cy-Fair

Over 1,200 middle school students from the Greater Houston area participate in this free introductory/developmental youth tackle football program for kids 12-14. The program is designed to teach every participant, every position, through a step-by-step progression of skill instruction packaged in a re-adaptive, fun and entertaining manner.



### TEXANS COACHING ACADEMY

Several hundred high school football coaches are taught specific skills and techniques for coaching offense, defense, special teams and strategy by the entire Texans coaching staff. All attendees are treated to a first-hand look at a Texans practice as well as on-field demonstrations.



### TEXANS HIGH SCHOOL PLAYER DEVELOPMENT CAMP



Several hundred Houston high school students participate in a free camp that focuses on academic counseling and specific football skill training by position and includes life skills messages from Texans players. Each participant gains a full awareness of what is necessary to become a successful high school and collegiate student-athlete, along with the resources and information to meet the NCAA Clearinghouse requirements.

### TEXANS QUARTERBACK CAMP

Hundreds of high school quarterbacks participate in this camp which was designed to help young Houston-area football players develop their quarterbacking skills. Players receive one-on-one instruction from Texans coaches and quarterbacks.



# COMMUNITY OUTREACH



## TEXANS HIGH SCHOOL COACH OF THE WEEK



The Texans High School Coach of the Week program is a fully integrated grassroots program designed to aid and

promote high school football throughout the Houston area. During the season two winners are selected every week and each receive a Texans Coach of the Week hat, a certificate signed by Texans head coach Gary Kubiak and NFL Director of Football Operations Gene Washington, \$500 for the school's football program and an invitation to a Texans game and the Coach of the Week Banquet. In addition, two Texans High School Coach of the Year Award winners each receive a \$1,000 grant for their football program.

## TEXANS YOUTH FOOTBALL CAMPS

Over 500 football players, ages 8-14, are instructed by top-area high school coaches on the fundamentals



of football in a program designed for beginners and experienced players. Flag football and an introduction to tackle football are offered at each camp. The camp includes visits and autographs from Texans players each day.

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## HOUSTON TEXANS FOUNDATION

### MAJOR FOUNDATION PROGRAMS

The NFL Community Quarterback Award recognizes outstanding volunteers who exemplify leadership, dedication and a commitment to improving their communities. The Houston Texans Foundation acknowledged six Community Quarterback Award recipients at a United Way reception. Jackie Crowley was awarded \$5,000 for her exemplary dedication for volunteerism at Texas Children's Hospital. The other five volunteers were also recognized and awarded \$1,000.

### GOAL POST GEOGRAPHY

Through the generosity of the Houston Texans and the Robert and Janice McNair Foundations, over 13,000 students and teachers received the Goalpost Geography program in their classrooms. They practiced skills in geography, language arts, history and math while following the Texans and other NFL teams during the season.

### PRO FOOTBALL HALL OF FAME



The Houston Texans and the Pro Football Hall of Fame are partnering to educate the youth of our country through a supplemental teacher activity guide designed to build an effective bridge between education and student interest. The activity guide includes a wide range of interdisciplinary, cross-curricular classroom exercises each aligned with national standards of education in language arts, mathematics, science, family and consumer sciences, social studies, visual art, and physical education for all grade levels.

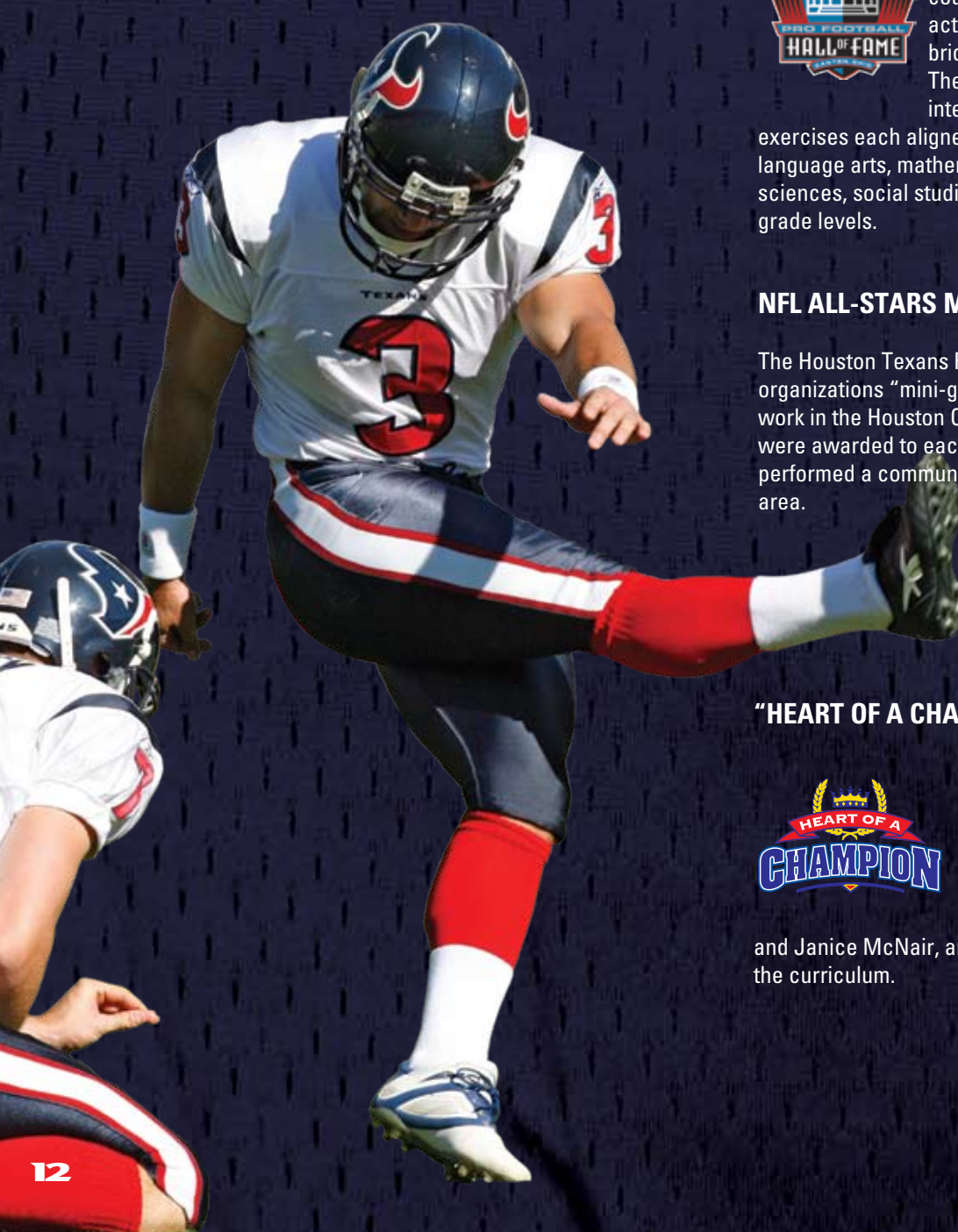
### NFL ALL-STARS MINI-GRANTS

The Houston Texans Foundation awarded 20 schools and nonprofit organizations "mini-grants" in recognition of their outstanding work in the Houston Community. Grants in the amount of \$250 were awarded to each organization, totaling \$5,000. Each group performed a community service project within the greater Houston area.

### "HEART OF A CHAMPION"



Heart of a Champion is a character education curriculum provided to 7,200 children in 10 local schools and is used by teachers to discuss topics such as leadership, commitment, integrity and respect. Houston Texans founders, Robert and Janice McNair, and several Texans players are highlighted in the curriculum.



# COMMUNITY OUTREACH



## LIFT UP AMERICA

The Houston Texans coordinated the Lift Up America event this year, along with 30 other cities and professional sports teams and universities, to distribute food and batteries to help make Christmas a special time for many people. Lift Up America distributed over 29,000 pounds of frozen chicken and 3,000 batteries to more than 40 food banks and agencies in the Houston area. Texans players Samkon Gado and Charlie Anderson were on hand to support this event.



*Texans RB Samkon Gado assists volunteers during a food relief effort at Reliant Stadium*

**TOUCHDOWN**  
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## HOUSTON TEXANS FOUNDATION: TICKET PROGRAMS



*Houston Texans G Chester Pitts visits with youngsters during a Reliant Energy Power Players appearance at a Houston Y.E.T. Center*

### **THE RELIANT ENERGY POWER PLAYERS**

Over 800 youth from various units of the Boys and Girls Clubs of Greater Houston are provided with the opportunity to meet and interact with Houston Texans players and cheerleaders each Tuesday before a home game. The youth also have the opportunity to cheer on the players and the rest of the Texans during the game on the following Sunday. Reliant Energy sponsors the program and provides T-shirts and football equipment, along with Texans tickets and parking passes. ARAMARK donates 100 food vouchers for each regular season home game.

# COMMUNITY OUTREACH



## THE CHEERING CHILDREN PROGRAM

Season Ticket Holders give back to the community by making a tax deductible contribution to a non-profit organization utilizing their unused tickets. To date, our generous Season Ticket Holders have contributed a total of 671 tickets and 123 parking passes for a total value over \$60,000. The tickets were distributed to over 50 non-profit organizations.



## THE IMAGENET ALL STARS TICKET PROGRAM

*Youth attend Texans home games with tickets donated from ImageNet*

This program provides the ultimate gameday experience for youth that attend the Texans home games. They are provided with T-shirts, parking passes and food vouchers donated by ARAMARK. ImageNet has sponsored the program for two years and last year provided 1,000 tickets to assist the Foundation in rewarding the youth for their hard work and service to the community.

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## HOUSTON TEXANS FOUNDATION: FUNDRAISERS

### 4TH ANNUAL CHARITY GOLF CLASSIC

In May 2006, the Houston Texans hit the links to raise over \$187,000 for the Houston Texans Foundation and its programs. Each foursome was paired with a Texans celebrity as the teams enjoyed the challenge of River Oaks Country Club.

*Texans head coach Gary Kubiak takes a swing for charity during the Texans Golf Classic*



### 5TH ANNUAL PANCAKES & PIGSKINS ROOKIE BREAKFAST

The Houston Texans Rookies made their debut at this fun-filled breakfast presented by H-E-B. Six-hundred fans mingled with TORO and the Houston Texans Cheerleaders and general manager Rick Smith spoke about the upcoming season. The event, which raised more than \$40,000, benefited the Houston Texans Foundation and Junior Achievement of Southeast Texas.



### IN-STADIUM AUCTIONS

The Houston Texans Foundation coordinates in-stadium silent auctions during each home game. The auctions provide fans with the opportunity to bid on Houston Texans items and experiences while raising money for the Foundation and its programs.



*Texans general manager Rick Smith and mascot TORO show their support for Pancakes and Pigskins*

# COMMUNITY OUTREACH



## 3RD ANNUAL HOUSTON TEXANS TEAM LUNCHEON

The Houston Texans kicked off the 2006 season with their fans at the Houston Texans Team Luncheon presented by Amegy Bank of Texas. Six-hundred Texans' supporters packed into the Hyatt Regency Houston to cheer on their team and to raise funds. More than \$85,000 was raised for Foundation charities and programs.



*Houston Texans DE Mario Williams is seated with guests at the Texans Team Luncheon*

**TOUCHDOWN**  
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## PLAYER DEVELOPMENT PROGRAMS

### MISSION STATEMENT

The NFL created player development to provide players with a framework for personal and professional growth during their playing careers. Their goal is to develop a multifaceted program designed to meet the needs and concerns of players and their families. Through a combination of relationship building, player programs implementation, and crisis intervention, this department helps players pursue success on and off the field.

### ROOKIE SYMPOSIUM

The symposium is a four-day orientation for all drafted rookies. The program provides an introduction to life in the NFL (e.g. league policies, media relations, benefits) and offers educational life skills work shops on topics such as personal finance, substance abuse, and family issues.

### TEXANS ROOKIE CLUB

The Texans Rookie Club provides an introduction to service in the community designed specifically towards first year players. Every rookie player participates in these events, as a group. In 2006, members of the rookie club participated in several team events including hospital visits, Pancakes and Pigskins Breakfast, NFL Hometown Huddle and Shop with a Texan.



*Students from a local elementary school are introduced to the Texans' 2006 rookies*

### NFL BUSINESS MANAGEMENT AND ENTREPRENEURIAL PROGRAM

The Houston Texans partner with other NFL teams to continue the success of the Business Management and Entrepreneurial Program at Harvard Business School and Wharton School of Business at the University of Pennsylvania. To date, the Houston Texans have sent over 10 players to the country's most elite business schools. The purpose of the program is to provide access to elite institutions with the essential tools needed for players interested in business development and ownership.

### HOLIDAY BIKE GIVE-AWAY

Last year during the holiday season, players and coaches donated funds to purchase over 200 bikes for youth from Academy Sports & Outdoors. Bikes were distributed to various organizations such as Boys and Girls Clubs of Greater Houston, Boys and Girls Country, DePelchin Children's Center and Child Protective Services.



*Just in time for the holidays, Texans players distribute new girls and boys bikes*

### CONTINUING EDUCATION

In order to prepare players for post-NFL life, they are encouraged to continue to work on their degree requirements during the off-season. The NFL provides assistance with the re-enrollment process, degree plan development, academic advising and counseling, exploration of distance learning options and financial aid resources.

### CAREER INTERNSHIP PROGRAM

The Career Internship Program was established to provide opportunities for current NFL players to gain exposure and contacts in the business world, become involved in business-related internship programs during the offseason and cultivate business relationships with Houston-area corporate leaders. Player Development strives to connect players with companies that share values consistent with those of the NFL. To date, the Texans have had over 10 players intern with Fortune 500 companies.

# COMMUNITY OUTREACH



## LADY TEXANS

### MISSION STATEMENT

The Lady Texans were founded by the Texans Player Development Department in order to provide support and to build camaraderie among the fiancés and wives of Texans players and coaches. They serve as the team's extended arm into the community. The Lady Texans' focus is to support local children's hospitals in Houston and to work towards combating childhood obesity through programs and events for young girls.



*Lady Texans visit with youngsters at a local children's hospital during the holidays*

### ADOPT-A-FLOOR PROGRAM

The Lady Texans have adopted the Child Life Department at a local children's hospital. In 2006, the Lady Texans raised over \$5,000 in donations for the hospital to purchase a Vecta Distraction Station which relaxes and soothes children while they undergo difficult clinical procedures. Players and their wives spent time decorating the patients' rooms and visiting with them throughout the season.

### HOLIDAY ADOPT-A-FAMILY

During the holiday season, the Lady Texans adopt over 20 needy families referred by the Fort Bend Women's Shelter. The families are provided with gifts, as well as toiletries.

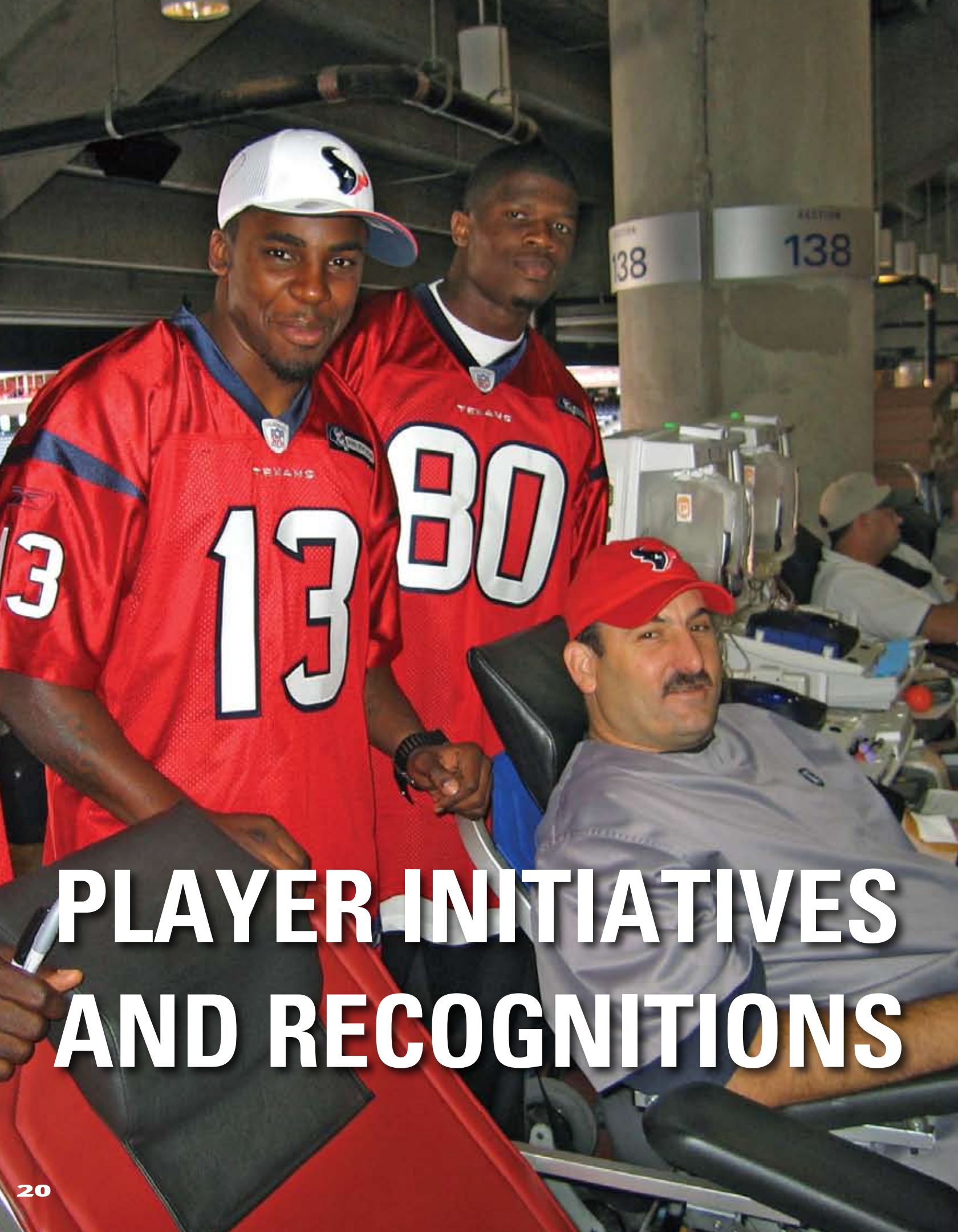
### GIRLS GET IN THE GAME

Girls...Get in the Game! is a one-day sports camp for middle school girls. The program focuses on physical fitness, nutrition, positive self esteem and personal achievement. The sports camp consists of youth football drills and a cheerleading clinic, all facilitated by the Lady Texans.

*Girls enjoy a cheerleading clinic at the Girls Get in the Game event at the Methodist Training Center*



**TOUCHDOWN**  
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# PLAYER INITIATIVES AND RECOGNITIONS

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## PLAYER RECOGNITIONS AND INITIATIVES

### PHIL SIMMS' ALL IRON TEAM: DIFFERENCE MAKERS



**SAMKON GADO**

Houston Texans running back Samkon Gado was named along with 11 other athletes to the Phil Simms' All Iron Team: Difference Makers. The honorees were announced on CBS prior to the Super Bowl game in Miami. The All

Iron Team recognizes players who make a difference either on or off the field. Gado, was recognized for his strong desire to help others. He is a native of Nigeria and is studying to be a doctor. His plan is to return to his homeland to help fight the war against AIDS.

### KRIS BROWN'S KICK CLUB



**KRIS BROWN**

In 2003, Texans kicker Kris Brown and his wife Amy, formed the Kick Club, which provides funding for Texas Children's Charity Care Program. Through this program, families receive financial assistance

to cover medical costs. For every point Kris scores for the Texans, the Browns and six corporate sponsors donate \$250. Kris Brown's Kick Club has donated \$483,000 to Texas Children's Hospital since 2003.

### WORK HARD, FLY RIGHT PROGRAM



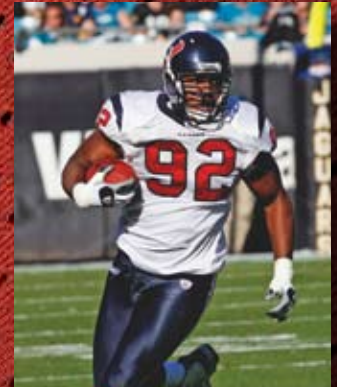
**ANDRE JOHNSON**

Texans WR Andre Johnson was awarded one million air miles from Continental Airlines' "Work Hard, Fly Right" promotion. Johnson was selected by the fans for his outstanding performance both on and off the field.

Andre will donate half of the miles to the Shriners Hospital for Children-Houston. Shriners provides free healthcare to children, with a specialization in care for orthopedic conditions, burns, spinal cord injuries and cleft lip and palate.

### HOUSTON AREA WOMEN'S CENTER DONATION

The Andre Johnson Foundation donated over \$10,000 to the Houston Area Women's Center. The Center was the 2006 beneficiary of Andre Johnson Celebrity Weekend, where NFL players from around the league united for a special weekend to help raise awareness and funds.

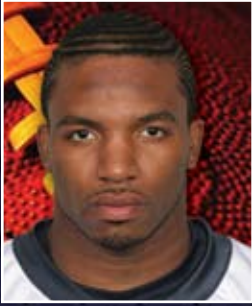


*Texans players visited an estimated 35,000 students in elementary, middle and high schools in Houston and surrounding counties, through NFL and Texans sponsored youth initiatives.*

**TOUCHDOWN**  
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## PLAYER RECOGNITIONS AND INITIATIVES

### MORLON GREENWOOD FOUNDATION



**MORLON GREENWOOD**

Texans LB Morlon Greenwood brightened the holidays for some Houston area youngsters who were the beneficiaries of his sixth annual "Christmas Gift Presentation" which was held at a local mall. The recipients ages 6 to 18 years old, received an array of gifts that included toys, Texans merchandise and video games.

### EPHRAIM SALAAM -SHOP WITH A JOCK 2006



**EPHRAIM SALAAM**

Thanks to the generosity of Texans T Ephraim Salaam, quite a few holiday wishes were granted. Salaam sponsored a shopping spree for kids from local charities at a Houston area retail store. Kids purchased gifts for themselves and family members just before Christmas.

### 2006 HOUSTON TEXANS TEAM AWARDS



**ANDRE JOHNSON**  
Most Valuable Player



**DEMECO RYANS**  
Rookie of the Year Award



**MARK BRUENER**  
Spirit of the Bull Award



**N.D. KALU**  
Mickey Herskowitz Award



**KAILEE WONG**  
Ed Block Courage Award



# PLAYER INITIATIVES AND RECOGNITIONS

## HOUSTON CLUB LUNCHEON

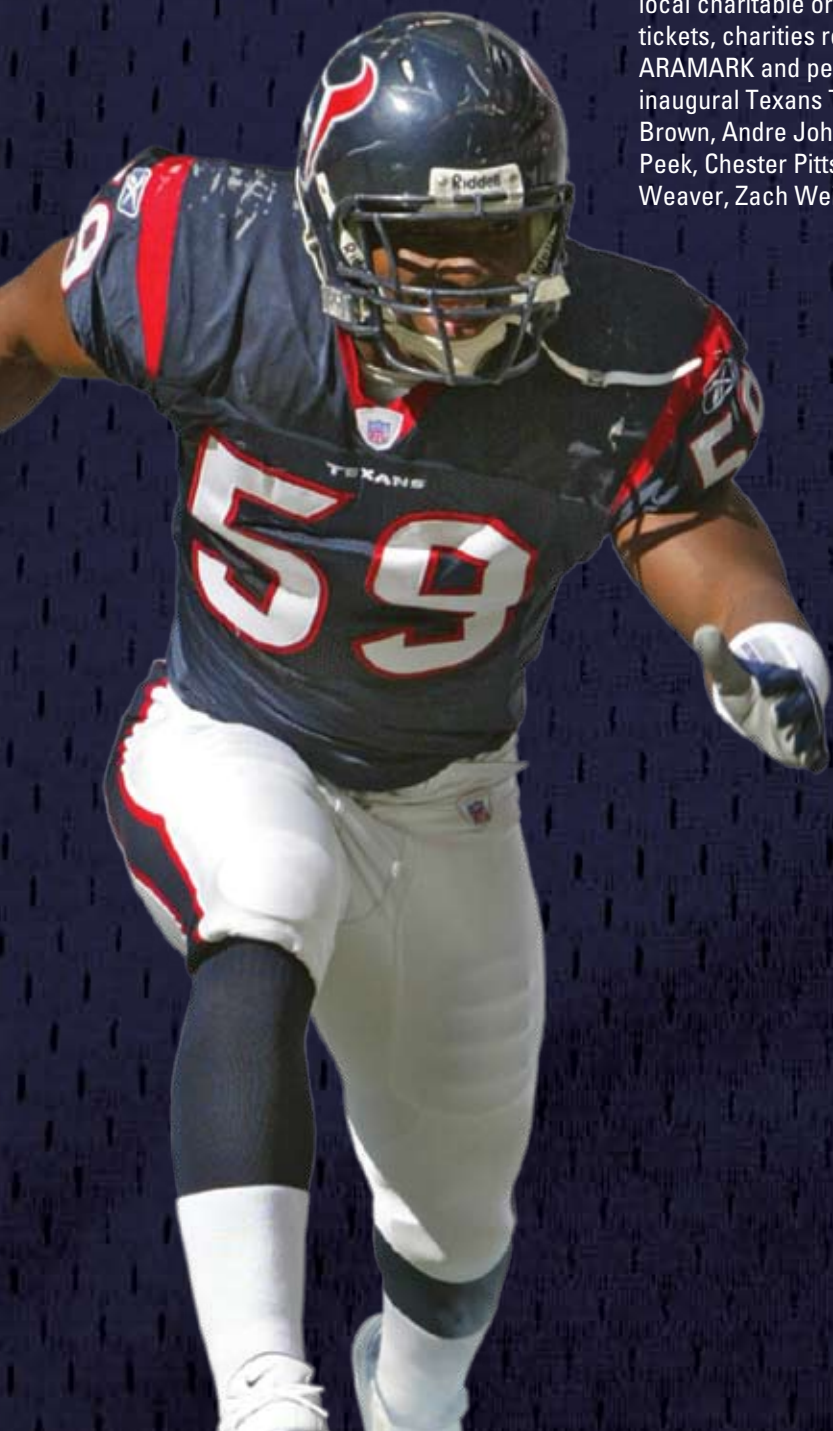
Each year the Texans are the guest of honor at a preseason luncheon hosted by the prestigious Houston Club for their members and guests. Several Houston Texans executives and players are invited to give attendees some insight on the upcoming season and other expectations of the team.

## TEXANS ALL COMMUNITY TEAM (T.A.C.T)



Texans players scored big points in the community with a new initiative that allowed them to give back to local charities. Through the Texans All Community Team Program, players purchased a block of either 50 or 200 tickets for Texans home games. The tickets were donated to deserving kids from local charitable organizations. In addition to tickets, charities received food vouchers from ARAMARK and personalized t-shirts. The inaugural Texans T.A.C.T members were: Kris Brown, Andre Johnson, Seth Payne, Antwan Peek, Chester Pitts, Dunta Robinson, Anthony Weaver, Zach Weigert and Kailee Wong.

Texans players scored big points in the community with a new initiative that allowed them to give back to local charities.



**TOUCHDOWN**  
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# MEASUREMENT IN THE COMMUNITY

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- The Houston Texans Foundation donated over \$400,000 to 44 local non-profit groups in 2006
- Texans players donated nearly \$600,000 back to the Houston community through community service
- Texans players visited with an estimated 150,000 fans during Texans outreach initiatives around the state of Texas
- Texans players visited an estimated 35,000 students in elementary, middle and high schools in Houston and surrounding counties, through NFL and Texans sponsored youth initiatives
- Last year, over 1,000 kids experienced an NFL gameday at Reliant Stadium thanks to Houston Texans players who sponsored the Texans All Community Team Ticket Program – T.A.C.T.
- The ImageNet All Stars Ticket Program provided 1,000 Texans home game tickets for youth during the 2006 NFL season
- Exactly 2,000 blood donations were made in 2006 to hospitals in Houston as a result of the Houston Texans Blood Drive
- A total of 2,026 men were given free prostate cancer screenings in June, as a result of the Tackle Prostate Cancer Campaign with the Methodist Hospital, Reliant Energy and Houston Texans
- The Houston Texans Foundation donated \$50,000 to Southeast Texas Relief Recovery in 2006 for continued support of Hurricane Rita survivors. In 2005, the Texans raised over \$2.7 million dollars for hurricane relief through the Texans Care Campaign
- Nearly 2,000 non-profit groups received Texans merchandise for fundraisers or give-aways for charitable events
- Players and coaches donated over 200 bikes to underprivileged youth during the holidays
- The Lady Texans raised over \$5,000 for Texas Children's Hospital



*Texans Players and Coaches donated over 200 bikes to underprivileged youth during the holidays.*

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**TOUCHDOWN**  
— IN THE COMMUNITY —



# 2007 SEASON SCHEDULE





**HOUSTON TEXANS**

**2007 SCHEDULE** 

Andre Johnson **80** WR

PRESEASON 				
SAT	AUG 11	7 PM	CHICAGO	KTRK-TV
SAT	AUG 18	3 PM	Ⓞ ARIZONA	KTRK-TV
SAT	AUG 25	7 PM	DALLAS	KTRK-TV
THUR	AUG 30	7 PM	Ⓞ TAMPA BAY	KTRK-TV
REGULAR SEASON 				
SUN	SEPT 9	NOON	KANSAS CITY	CBS
SUN	SEPT 16	NOON	Ⓞ CAROLINA	CBS
SUN	SEPT 23	NOON	INDIANAPOLIS	CBS
SUN	SEPT 30	NOON	Ⓞ ATLANTA	CBS
SUN	OCT 7	NOON	MIAMI	CBS
SUN	OCT 14	NOON	Ⓞ JACKSONVILLE	CBS
SUN	OCT 21	NOON	TENNESSEE	CBS
SUN	OCT 28	3:05 PM	Ⓞ SAN DIEGO	CBS
SUN	NOV 4	3:15 PM	Ⓞ OAKLAND	CBS
SUN	NOV 11		BYE WEEK	
SUN	NOV 18	NOON*	NEW ORLEANS	FOX
SUN	NOV 25	NOON*	Ⓞ CLEVELAND	CBS
SUN	DEC 2	NOON*	Ⓞ TENNESSEE	CBS
SUN	DEC 9	NOON*	TAMPA BAY	FOX
THUR	DEC 13	7:15 PM	DENVER	NFL NETWORK
SUN	DEC 23	NOON*	Ⓞ INDIANAPOLIS	CBS
SUN	DEC 30	NOON*	JACKSONVILLE	CBS

**HOUSTONTEXANS.COM**

Home games are in **RED**. Date and time are subject to change.  
 All times are CST unless otherwise noted.  
 \* Kickoff times can change to 3:00 or 7:00 p.m. due to  
 flexible scheduling, and could move from FOX or CBS to NBC.  
 All games are broadcasted live on 100.3 KILT FM SportsRadio 610 AM  
 and in Spanish on La Tremenda 1010 AM.

For ticket information,  
 call 1-866 GO TEXANS or visit  
**HOUSTONTEXANS.COM**



**TOUCHDOWN**  
 — IN THE COMMUNITY —

# COMMUNITY RELATIONS MISSION STATEMENT

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*The Houston Texans Community Relations Department is dedicated to creating programs and services that address the educational needs of youth, the health and safety of families and establishing partnerships with social service organizations that uplift and empower people in communities throughout Southeast Texas.*



## **HOUSTON TEXANS COMMUNITY RELATIONS**

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Vice President of Communications

**Regina Woolfolk**

Director of Community Relations

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