



DETROIT LIONS COMMUNITY AFFAIRS SEASON-IN-REVIEW 2009-10



DETROIT **LIONS**



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DETROIT LIONS CHARITIES



What is Detroit Lions Charities?

Detroit Lions Charities was formed in June 1990, and is a non-profit organization founded by the Detroit Lions to assist charitable and educational causes in Michigan with emphasis on programs that benefit the children and youth of Detroit. *The Internal Revenue Service has determined that Detroit Lions Charities is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code.*

Who is Eligible for Funding?

Detroit Lions Charities assists a wide variety of activities and programs that benefit education, civic affairs, health services and human services.

All grant recipients must be public charities exempt from taxation under 501(c)(3) of the Internal Revenue Code. While grant recipients represent a widely diverse range of programs involving all age groups throughout Michigan, the focus of Detroit Lions Charities is on programs that benefit the children and youth of Detroit.

Unfortunately, not all funding requests can be filled. Also, there are activities and programs that do not fit Detroit Lions Charities' guidelines. Among those are requests for building and equipment, endowments, political campaigns and activities, religious programs of a strictly denominational nature, individuals (including loans and scholarships), raffles, banquets, graduation events, advertising, multi-year grant requests, and requests for grants from outside Michigan that do not benefit the citizens of Michigan.

How do you Apply?

Requests must be in writing, but please be brief - not more than two pages. If necessary, you will be contacted for further information or support materials. Your request letter should include a brief description of your organization, what funding you are requesting, how the funding will be used and who your other funders are. *It is also important that you enclose a copy of your IRS determination letter granting your organization tax-exempt status under Section 501(c)(3).*

When do you Apply?

Grant requests will be accepted only between October 1 and December 31. The grant requests will be reviewed by the Detroit Lions Charities Board of Directors in February. Grants will be announced in March and awarded shortly thereafter.

Send your request to:

Detroit Lions Charities
c/o Detroit Lions
222 Republic Drive
Allen Park, MI 48101



DETROIT LIONS CHARITIES

GRANTS

Detroit Lions Charities (DLC) awarded 88 grants totaling \$345,829.13 to non-profit agencies in 2009-2010. This year's awards bring DLC, the football organization's philanthropic foundation, to nearly \$5.6 million in total donations in its 20-year history.

DLC was established in 1990 to assist all age groups in a diverse range of needs and programs in Michigan. Particular emphasis is placed on programs that benefit the children and youth of Detroit.

For the 12th consecutive year, a \$60,000 grant will sponsor the Think Detroit PAL Football League. The league involves 3,200 Detroit youngsters, ages eight through 14, playing in one of the nation's largest tackle football leagues.

Another major commitment to Detroit was made through a \$50,000 grant to Communities in Schools (CIS) of Detroit for the Detroit Lions Academy. The Academy will celebrate its 10th year this fall and has a student body of 140 sixth, seventh and eighth grade Detroit children who have had difficulties in traditional school settings.

A grant for nearly \$23,000 sponsored fitness equipment in the new "Lions' Den" at the Lloyd H. Diehl Boys & Girls Club in Detroit. The donation was made in partnership with United Way for Southeastern Michigan and the NFL's Play 60 initiative. Also, in partnership with American Heart Association and Detroit Public Television, DLC awarded a \$10,000 grant to support youth fitness and nutrition programs through a youth summit and public service announcements featuring Lions' receiver Calvin Johnson.

The Lions' High School Football Coach of the Week program awarded grants totaling nearly \$17,000 to 10 Michigan prep football programs. A grant for \$20,200 went to the Athletes with Disabilities Network to promote programs for persons with disabilities.

DLC and the Lions supported various relief efforts following the earthquake in Haiti including a \$10,000 grant to American Red Cross International Response Fund. Among others, grants of \$5,000 or more were made to support The Children's Center, The Henry Ford, Juvenile Diabetes Research Foundation, Karmanos Cancer Institute, Pancreatic Cancer Action Network and United Way for Southeastern Michigan.

DLC raises funds from several sources. Major support comes from corporate sponsors as well as funds raised through NFL auctions. Lions' players, coaches and staff support the "CATS for Kids" program that provides free game tickets to youth groups and also raises funds for DLC. Donations also come from the "Up in Lights" program on game days.

DLC fundraisers include the Lions' Kickoff Luncheon, Detroit Lions Invitational (DLI) and the Detroit Lions Tony Filippis Memorial Bocce Tournament.

1991	21	\$ 59,200.00
1992	50	\$ 93,494.44
1993	65	\$ 103,458.50
1994	85	\$ 110,877.10
1995	115	\$ 133,187.22
1996	110	\$ 146,565.28
1997	137	\$ 180,247.83
1998	139	\$ 192,303.16
1999	125	\$ 210,678.07
2000	133	\$ 225,628.76
2001	78	\$ 255,571.82
2002	111	\$ 306,757.20
2003	80	\$ 330,583.98
2004	98	\$ 400,089.39
2005	109	\$ 496,181.38
2006	81	\$ 582,113.93
2007	108	\$ 500,663.70
2008	102	\$ 508,884.00
2009	87	\$ 392,788.34
2010	88	\$ 345,829.13
Total	1,922	\$5,575,103.23



DETROIT LIONS CHARITIES

GRANT RECIPIENTS

The following is a list of agencies receiving grants awarded by Detroit Lions Charities on March 10, 2010:

88 Grants Totaling \$345,829.13

American Cancer Society (Southfield)
 American Heart Association (Southfield)
 American Red Cross International Response Fund (Washington D.C.)
 Assistance League of Southeastern Michigan (Rochester Hills)
 Athletes with Disabilities Network (Rochester Hills)
 Bakersfield Youth Development (Bakersfield, CA)
 B.A.R.R. Track Club (Detroit)
 Bennie Blades 36 Foundation (Lauderhill, FL)
 Boys & Girls Club of Oxford/Orion (Oxford/Lake Orion)
 Boys & Girls Clubs of Southeastern Michigan (Farmington Hills/Highland Park/Detroit) (5 Grants)
 Brain Injury Association of Michigan (Brighton)
 Burger School for Students with Autism (Garden City)
 Central District Christian Community Development (Detroit)
 Charles Sanders Scholarship Fund (Rochester)
 Children's Center, The (Detroit)
 Christ Child House (Detroit)
 City of Troy/Parks and Recreation (Troy)
 College for Creative Studies (Detroit)
 Communities in Schools of Detroit (Detroit) (2 Grants)
 Detroit Lions Academy (Detroit) (2 Grants)
 Detroit Metro Sports Commission (Detroit)
 Detroit Zoological Society (Royal Oak)
 Eagle Sports (Detroit)
 Eric Beverly Foundation (Lawrenceville, GA/Alger County, MI)
 Essexville-Hampton Community Education (Essexville)
 Family 2 Family Foundation (Southfield)
 FISH (Lake Orion/Oxford)
 Friends for the Rouge (Dearborn)
 Gleaners Community Food Bank (Detroit)
 HAVEN/Detroit Lions Courage House (Pontiac) (2 Grants)
 Hearts Outreach (Agoura, CA)
 High School Football Coach of the Week/Year Program (12 Grants)
 ... Clinton High School (Clinton)
 ... Detroit Crockett High School (Detroit)
 ... Essexville-Garber High School (Essexville)
 ... Grand Rapids West Catholic High School (Grand Rapids)
 ... Holt High School (Holt)
 ... Hudson High School (Hudson)
 ... Macomb Dakota High School (Macomb)
 ... Marshall High School (Marshall)
 ... Millington High School (Millington)
 ... Pontiac High School (Pontiac)
 ... High School Coaches Reception
 ... High School Coach of the Year Billboards
 Judson Center (Royal Oak)
 Juvenile Diabetes Research Foundation (Southfield)
 Karmanos Cancer Institute (Detroit)
 Kolo Charities (Lake Orion)
 Lake Orion Lions Club (Lake Orion)
 Life Long Fitness, Inc. (Detroit)
 Lift Up America (Detroit)
 Maplegrove Community Education (West Bloomfield)
 Metro Detroit Youth Day (Detroit)
 Michigan High School All-Star Football Game (East Lansing)
 Mike Furrey Foundation, The (Plain City, OH)
 Mike Utley Foundation (Orondo, WA)
 New Baltimore Lions Club (New Baltimore)
 Oakland Land Conservancy (Rochester)
 Orion Veterans Memorial (Lake Orion)
 Pancreatic Cancer Action Network (Royal Oak)
 Race for the Cure (Detroit)
 Reaching Higher (Brighton)
 Reggie McKenzie Foundation (Highland Park)
 RESET, Inc. (Detroit)
 R.L. Hampton Group (Grand Rapids)
 Second Chances Outreach (Detroit/Tyrone, GA)
 Shack Harris and Doug Williams Foundation (Atlanta, GA)
 Sky Foundation, Inc. (Bloomfield Hills)
 Special Olympics Michigan (Sterling Heights)
 Stefanie Spielman Breast Cancer Research Foundation (Columbus, OH) (2 Grants)
 Summer in the City (Detroit)
 THAW (Detroit)
 The Henry Ford (Dearborn)
 Think Detroit PAL (Detroit) (3 Grants)
 Tony Semple Foundation for Hope (Lansing)
 United Way for Southeastern Michigan (Detroit)
 Visiting Nurse Association of Southeast Michigan (Oak Park)
 Westside Christian Academy (Detroit)
 YMCA of Greater Flint (Flint)

DONATIONS AND PLAYER APPEARANCES

DONATIONS

Guidelines:

The Lions fill all donation requests in the state of Michigan, but due to the volume of requests we are unable to accommodate out-of-state requests.

A written notice at least six weeks in advance for these requests is required. All requests should be on the organization's letterhead and must include the nature of the event, date of event, what the donated item will be used for (i.e. raffle, auction, door prize, etc.) and a return mailing address (no PO boxes). Requests should be sent to:

Detroit Lions Community Affairs
222 Republic Drive
Allen Park, MI 48101

The Lions do not have game tickets available due to National Football League restrictions, revenue-sharing policies and other limitations.

All donations are entered into a database that lists the item sent, date sent, date of the event, mailing address, name of the event, contact person and any other important information. This helps to reduce duplicate requests.

Included with each donation item is a return response postcard that asks the organization to let us know how much money our item helped raise for the organization.

The Lions filled more than 2,000 donation requests in 2009.

PLAYER APPEARANCES

Organizations requesting a player appearance must send a written request including information about the organization and appearance, where it will be held, what the player would be expected to do and if there is an honorarium available for the player. A six-week advance notice for all appearances is required. Please mail all requests to the address listed above.

During the season, the players' day off is Tuesday and that is the day they are available for community appearances. During the off-season, the schedule is more flexible, but many players do not live in the Detroit area during the off-season.

The Lions filled more than 250 player appearance requests in 2009 and although we try to accommodate as many requests as possible, the number of requests we receive far outweighs those that we are able to fill.



FUNDRAISING

BOCCE TOURNAMENT

The 2009 Tony Filippis Memorial Bocce Tournament raised approximately \$60,500 for Detroit Lions Charities to benefit the Athletes with Disabilities Network and various other charities in Michigan. The tournament is held at Palazzo di Bocce in Orion Township, Michigan and has raised nearly \$792,000 since it was originated in 2004.



COURAGE HOUSE DINNER

Many Lions' players, alumni and staff joined sponsors and supporters at Ford Field for the 16th annual Detroit Lions Courage House Dinner which recognized Lions' tackle Jeff Backus as the recipient of the 2009 Ed Block Courage Award and Mike Utley as recipient of the Ricky Sandoval Community Courage Award. ESPN's Mike Tirico served as the guest speaker. The annual dinner benefits HAVEN, Oakland County's premier center for the prevention and treatment of domestic violence, sexual assault and child abuse. Previous dinners have raised approximately \$1.6 million for HAVEN.



DETROIT LIONS INVITATIONAL

Detroit Lions Charities raised approximately \$40,000 at the Detroit Lions Invitational, the 19th annual golf tournament held at the prestigious TPC Michigan in Dearborn. Factoring in the 2009 contribution, the Detroit Lions Invitational has now generated approximately \$1.85 million in its history.



FUNDRAISING

GOODSEARCH

Each time Lions' fans search the Internet they can help Detroit Lions Charities thanks to a service from GoodSearch.com. GoodSearch.com is a search engine that donates half its revenue, about a penny per search, to the charities its users designate. Fans simply go to www.goodsearch.com and enter "Detroit Lions Charities" as the charity they want to support.



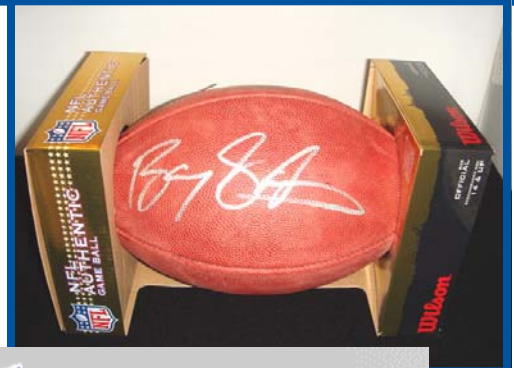
KICKOFF LUNCHEON

Lions' fans were given the opportunity to meet the entire 2009 team and coaching staff at the 13th annual Detroit Lions Kickoff Luncheon. The annual kickoff to a new Lions' season was presented by Tribute Restaurant & The Wisne Family and hosted by the Detroit Economic Club at Ford Field. The primary recipient of Detroit Lions Charities' proceeds from the luncheon is the Think Detroit PAL youth football league. The league features approximately 3,200 youngsters playing in one of the nation's largest tackle football program.



ONLINE AUCTIONS

Lions' fans were given the opportunity to secure a part of Lions' history and help Detroit Lions Charities in 2009 thanks to online auctions. The online auction website www.nflauctions.nfl.com features rare, hard to obtain game-used items, autographs and memorabilia throughout the season and off-season.



EDUCATION

DETROIT LIONS ACADEMY

The Detroit Lions Academy is an alternative middle school in Detroit for students who have not been successful in traditional middle school settings. The school first opened its doors in Fall 2001 with 60 students and expanded to 140 students by the Fall of 2009. The Academy is made possible through a collaborative effort between Detroit Public Schools, Communities in Schools of Detroit, the Detroit Lions and corporate sponsors including Costco Wholesale and Ford Motor Company.



NFL TAKE A PLAYER TO SCHOOL

Wide receiver Calvin Johnson participated in the NFL's "Take a Player to School" program presented by JCPenney Afterschool. During an assembly at Collins Elementary in Sterling Heights, Johnson spoke to students about the importance of good health and staying active as well as leading them in fitness activities. The program is part of the NFL's PLAY 60 campaign which encourages kids to get at least 60 minutes of exercise every day.



YOUTH FOOTBALL

COACH OF THE WEEK PROGRAM

For the 13th consecutive season, the Lions and the NFL presented the Detroit Lions High School Coach of the Week Program. The winning coaches were honored at a Lions' home game and each received a \$1,000 donation to his school's football program. Coach of the Year, Rich Hulkow from Marshall received \$3,000. The Lions High School Coach of the Week program has awarded \$246,000 to high school football programs throughout the state of Michigan.

MARTIN MAYHEW'S COACHING ACADEMY

Lions' general manager Martin Mayhew hosted a camp for more than 90 youth football coaches from Think Detroit PAL at Ford Field in 2009. Martin Mayhew's Youth Football Coaching Academy focused on offense and special teams with the assistance of college and high school coaches from across Michigan as well as Detroit Lions alumni.

PUNT, PASS & KICK

For the 23rd consecutive year the Lions and the Michigan Recreation and Park Association (MRPA) hosted the Michigan NFL Punt, Pass & Kick Championships. The Michigan program is coordinated through the MRPA and is free to all youngsters.

THINK DETROIT PAL

The Lions were once again a major sponsor for Think Detroit PAL (TDP) youth football and host to the TDP football championships at Ford Field in 2009. The league features 80 teams and more than 3,200 youngsters, ages 8-14, making it among the largest leagues for tackle football in the nation. The Lions have sponsored the TDP Football League since 1999.



THINK DETROIT PAL



COMMUNITY ENHANCEMENT

AMERICAN HEART ASSOCIATION

The Lions teamed up with the American Heart Association and Detroit Public Television to co-host a youth fitness forum in 2009. The event was in association with the NFL's PLAY 60 campaign that challenges children to get at least 60 minutes of exercise each day. The forum panel and audience members, that was composed of kids, teens and adults from all over Metro Detroit, discussed the importance of exercise, eating right and living healthy lives. Lions' players took part in discussions as well as demonstrated fitness drills.



BREAST CANCER AWARENESS

The Lions and the NFL continued their support in the fight against breast cancer. The campaign, "A Crucial Catch", in partnership with the American Cancer Society, focuses on the importance of screenings. Throughout October, Lions' players and coaches wore pink game apparel to raise awareness. Items were then auctioned off by NFL Auction, with proceeds benefiting the American Cancer Society. During the team's October home game local breast cancer survivors were guests at the game. The Lions also sponsored and took part in the Making Strides Against Breast Cancer Walk at Belle Isle and the Susan G. Komen Race for the Cure in Detroit.



FEED THE CHILDREN

Defensive end Dewayne White and the Lions teamed up to help 400 of Detroit's needy families for the holidays for the second straight year. They sponsored a Feed The Children distribution which included unloading a semi-truck and giving away everyday household items difficult for many families to purchase. The families, pre-selected by the Children's Aid Society, were also given an opportunity to meet and greet Lions' players during the distribution.



COMMUNITY ENHANCEMENT

GIFT OF SIGHT

Lions' players once again volunteered their time to take part in a "Give the Gift of Sight" event in 2009. Players signed autographs and entertained many underprivileged students from Detroit Public Schools while they waited for free eye exams. The event, sponsored by OneSight, a Luxottica Group foundation, is dedicated to improving the vision of those in need. Through OneSight, Luxottica employees, doctors, partners and other community volunteers are able to literally give the gift of sight.



HAITI RELIEF

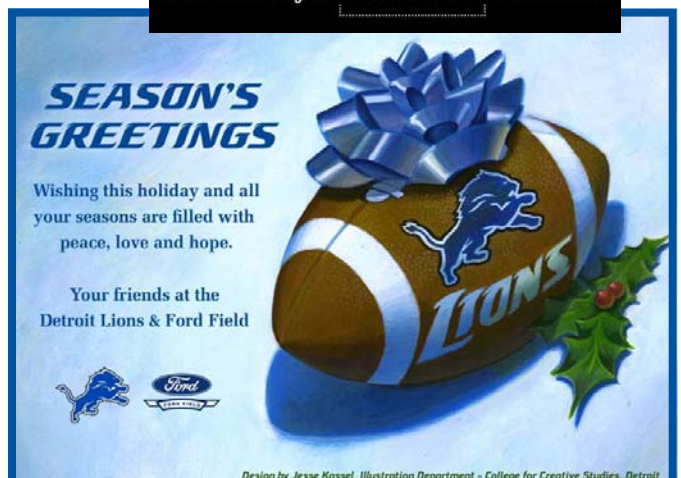
The Lions made a \$10,000 donation to the American Red Cross International Relief Fund to assist efforts in the wake of the tragic earthquake in Haiti. The donation was made in the name of players Cliff Avril, Gosder Cherilus and Louis Delmas, who are of Haitian descent. Delmas and his foundation "We R Love" hosted a "Detroit for Haiti" fundraiser. Cherilus and his foundation put together a team of 20 doctors and nurses and flew them to Haiti to assist. Linebacker Zack Follett auctioned off his Super Bowl XLIV tickets and personal artwork with proceeds going to relief efforts. The Lions also teamed up with Achatz Handmade Pie Co. to collect donations that went to benefit The Salvation Army Disaster Relief Fund. Combined efforts totaled approximately \$20,000.



HOLIDAY CARD

The Lions and Ford Field teamed up with the Illustration Department from the College for Creative Studies in Detroit for the 16th consecutive year to create holiday greeting cards. A winning card is selected from numerous designs created by art students at the college. Once selected, the cards are sent out by the Lions and Ford Field staff via e-mail during the holiday season. In support of the project, Detroit Lions Charities awarded a \$1,500 grant to the College for Creative Studies to help fund the school's visiting artists' program.

COLLEGE for Creative STUDIES





COMMUNITY ENHANCEMENT

HOMETOWN HUDDLE

The Lions teamed up with United Way for Southeastern Michigan and the Boys & Girls Club of Southeastern Michigan for the 11th annual Hometown Huddle. Lions' players participated with local area youth in several exercise activities and helped create a new fitness room at the Lloyd H. Diehl Club in Detroit. The Hometown Huddle helped promote the NFL Play 60 campaign which encourages kids to get at least 60 minutes of exercise every day.



LIFT UP AMERICA

The Lions teamed up with Tyson Foods, Inc. to host "Lift Up America" at Ford Field. Lift Up America was founded in 2005 with a mission to give back to communities across the country. Fueled by caring corporations and individuals and powered by a humanitarian heart, Lift Up America aims to feed the nation's hungry. During the event, volunteers and players worked together and loaded more than 30,000 pounds of Tyson Brand chicken into the vehicles of more than 60 agencies from the Detroit area.



LIONS LADIES

Lions' players are not the only ones who try to help make an impact in the lives of others in the community. Their wives and girlfriends are always looking for ways to help, as well. Over the years the Lions Ladies have given their time, energy and support by reaching out to make a positive impact on the lives of others. For several years, the Lions Ladies have donated and delivered Thanksgiving food baskets to the Coalition on Temporary Shelter (COTS) in Detroit to help people in need. In 2009, the wives of Lions' upper management and coaching staff initiated a mentoring program with female students from the Detroit Lions Academy, the team's alternative middle school in Detroit.



COMMUNITY ENHANCEMENT

NFL YET CENTER

The Lions continue their support of the NFL YET Center/Boys & Girls Club on the Dick and Sandy Dauch Campus in Detroit. The YET, which opened its doors in May 2007, is a 30,000 square-foot facility that consists of a gymnasium and locker rooms, games room, teen center, technology center and multi-media studio, learning center, arts and crafts center, community room, snack area and numerous other spaces for youth programs. It also includes an outdoor athletic field sponsored by Buffalo Bills' owner and Detroit native Ralph Wilson and a fitness trail sponsored by the Lions.

PANCREATIC CANCER ACTION NETWORK

The Lions once again teamed up with the Pancreatic Cancer Action Network in 2009 to help increase awareness of pancreatic cancer. Pancreatic cancer is the fourth leading cause of cancer death in the U.S. and each year more than 37,000 Americans are diagnosed with the cancer. The Lions were touched by pancreatic cancer when the organization's Director of Security, Ricky Sandoval, was diagnosed in May, 2006. Sandoval lost his courageous battle to this disease in July 2009. The Lions received the Pancreatic Cancer Action Network's 2010 Affiliate Sponsor of the Year award for raising national and local awareness and funding, and for their support of Sandoval and his wife, Gael.

PET CALENDAR

Lions' players and their pets were photographed for the seventh annual Detroit Lions Pet Calendar in 2009 to help support the Dearborn Animal Shelter. Proceeds from sales of the calendar will help the Friends for the Dearborn Animal Shelter to build a new Dearborn animal shelter facility. The facility is planned to be the first animal shelter facility of its kind in Michigan, utilizing state-of-the-art innovation and design.



PANCREATIC CANCER ACTION NETWORK
ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.



COMMUNITY ENHANCEMENT

PLAY 60

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with partner organizations. In recognition of the campaign, which encourages youth to get a least 60 minutes of physical activity each day, the Lions hosted local children from the NFL YET Center Boys & Girls Club for their Thanksgiving Day game at Ford Field. The youth, who wore special PLAY 60 uniforms, were on field during player introductions and the National Anthem. They also were special guests at a Lions practice and had the opportunity to meet several Lions and play on the team's practice field.



SHOP WITH A JOCK

Many Lions' players took part in "Shop with a Jock 2009", organized by former Lions' offensive tackle Ephraim Salaam. The event paired players with one of 50 children from Orchard Children's Service for a shopping spree at the Wal-Mart of Sterling Heights. The kids were provided with dinner along with a \$100 gift card for each child, courtesy of the Ephraim Salaam Foundation and Wal-Mart.



TACKLE PROSTATE CANCER CAMPAIGN

The Lions continued their support of the Prostate Cancer Education Council's (PCEC) "Tackle Prostate Cancer" campaign in 2009. The PCEC organizes a successful national awareness campaign that has been supported by an increasing number of NFL teams over the past few years, including the Lions. The program aims to reach NFL fans educating them about the risks of prostate cancer and encourages them to participate in free screenings that take place across the country.



GAME DAY ACTIVITIES

CATS FOR KIDS

The Lions CATS (Caring Athletes Ticket Service) for Kids program provides an opportunity for players and coaches of the Lions to give back to the community by purchasing game tickets through Detroit Lions Charities. The mission of the program is to distribute tickets to youth organizations for children that would not otherwise have a chance to attend a Lions' game.



CHARITY DRIVES

The Lions, with the assistance of many sponsors and fans, were able to help many people in need through its annual game-day collection drives. Fans donated tons of coats and blankets to the 19th annual Thanksgiving Day Coat Drive that benefits the Salvation Army. The 15th annual Toys for Tots Toy Drive collected thousands of toys that were distributed to less fortunate children in the metro Detroit area by the United States Marine Corps in Detroit.



HOMETOWN HEROES

The Lions continued to honor Michigan military personnel at home games in 2009 with their "Hometown Heroes" program. The Lions honored Michigan National Guard members of the Air Force, Army, Coast Guard, Marines and Navy in person during the third quarter of Lions' home games at Ford Field. The "Hometown Heroes" were selected by their highest ranking officers in the state and were honored for having served their country overseas. As part of the program, honored soldiers received four premium club tickets to the game and a personalized letter of thanks and appreciation from Lions' head coach Jim Schwartz.





GAME DAY ACTIVITIES

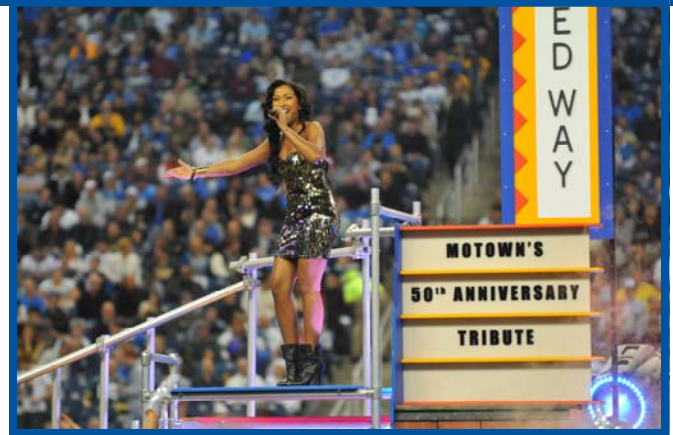
THINK PINK CAMPAIGN

The Lions once again teamed up with the Michigan chapter of Zeta Tau Alpha collegians and alumni for their national THINK PINK Initiative. The initiative was developed to help raise breast cancer awareness. Members of Zeta Tau Alpha were stationed at Ford Field stadium gates during an October home game to distribute pink ribbons that said “THINK PINK” and to encourage people to become aware of the disease and to get screened. The Lions also made stadium announcements via the Ford Field stadium boards during the game to inform people that the month of October was breast cancer awareness month and to encourage fans to “THINK PINK.”



UNITED WAY THANKSGIVING DAY HALFTIME SHOW

For the 11th year, the Lions have partnered with the United Way and the NFL for their Thanksgiving Day Halftime Show to inspire fans across the country to get involved in their communities. The 2009 Thanksgiving Halftime Show featured a tribute to Motown’s 50th anniversary bringing back the unforgettable songs of Motown. Artists who performed included Melanie Fiona, Kem, Shontelle, Forever the Sickest Kids, Vita Chambers and Hal Linton.



UP IN LIGHTS

The Lions “Up in Lights Program” allows fans a unique opportunity to post birthday, anniversary, and congratulatory messages during Lions’ home games. The messages are shown on all TV monitors in the stadium and the large stadium boards in both end zones during the game. The cost is a \$100.00 fee per message payable by check, money order or credit card to Detroit Lions Charities.

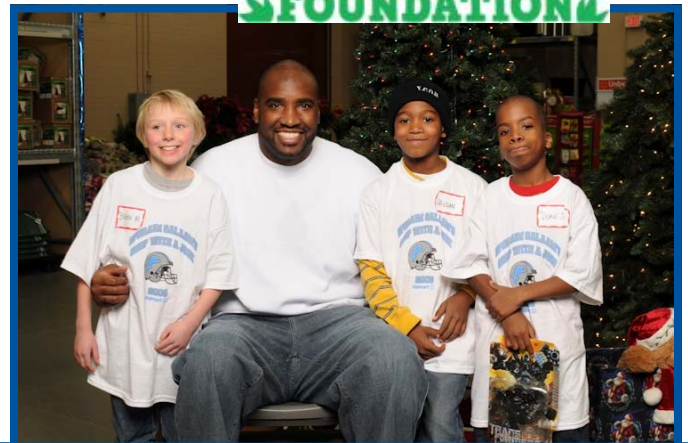


PLAYER FOUNDATIONS

PLAYER FOUNDATIONS

Lions' players and coaches have made a tradition out of supporting the teams' non-profit foundation Detroit Lions Charities and its fundraising efforts over the years. Many have also taken the extra step in establishing their own foundations that support causes in their names. As of 2009-10, at least 14 different Lions' players have established their own charitable foundations.

**DANIEL BULLOCKS
GOSDER CHERILUS
LOUIS DELMAS
CASEY FITZSIMMONS
LARRY FOOTE
ERIC FOWLER
CALVIN JOHNSON
MARQUAND MANUEL
STEPHEN PETERMAN
JULIAN PETERSON
DOMINIC RAIOLA
EPHRAIM SALAAM
ERNIE SIMS
DREW STANTON**





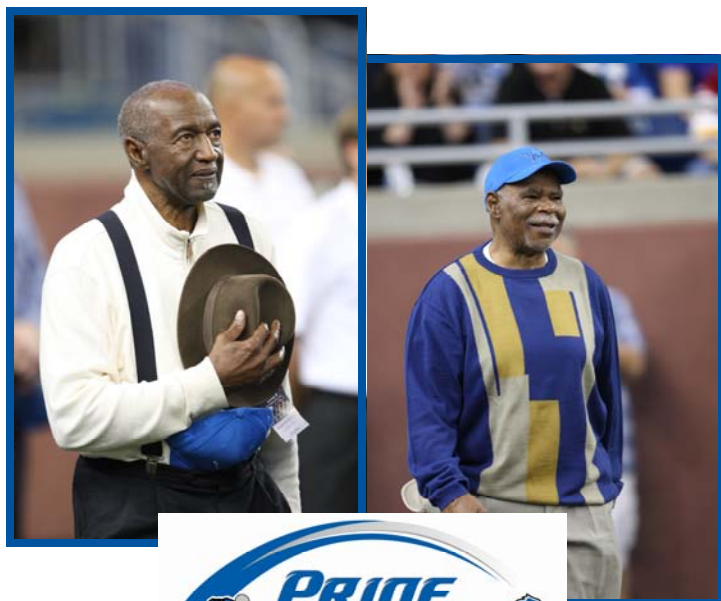
ALUMNI

ALUMNI DAY

The Lions hosted more than 40 of its former players at their September 27th game at Ford Field as part of the annual Lions' Alumni Day festivities. The Lions hosted a brunch at the DoubleTree Guest Suites in Detroit for the alumni prior to the game, provided tickets and transportation to the game and introduced the players on the field during special pre-game ceremonies.

PRIDE OF THE LIONS

On November 22, 2009, the Lions announced the 12 members of the Pride of the Lions charter class. Those members, all members of the Pro Football Hall of Fame, include: Lem Barney, Jack Christiansen, Dutch Clark, Lou Creekmur, Dick "Night Train" Lane, Yale Lary, Bobby Layne, Barry Sanders, Charlie Sanders, Joe Schmidt, Doak Walker and Alex Wojciechowicz. The Lions unveiled the team's Pride of the Lions, a permanent stadium display honoring the 12 greatest players in team history, during a celebration at halftime of their game against the Cleveland Browns at Ford Field.



DETROIT LIONS



“THE LIONS ARE NOT JUST A FOOTBALL TEAM BUT A PART OF THE COMMUNITY, AS WELL. WE HAVE A UNIQUE OPPORTUNITY AND RESPONSIBILITY TO HELP MAKE A DIFFERENCE BY BEING GOOD CORPORATE CITIZENS.”

***~LIONS’ VICE CHAIRMAN
WILLIAM CLAY FORD, JR.***



The Detroit Lions, Inc.
222 Republic Drive
Allen Park, MI 48101
313-216-4000
www.detroitlions.com