



U.S. Army Partners with Pro Football Hall of Fame to Highlight Excellence Among Student Athletes
Formal Award for Excellence Program Announced at U.S. Army All-American Bowl

SAN ANTONIO, Texas (January 6, 2012) – The U.S. Army and the Pro Football Hall of Fame today announced their partnership and launch of the U.S. Army – Pro Football Hall of Fame – Award for Excellence Program. The program, announced by Pro Football Hall of Famer Shannon Sharpe at the U.S. Army All-American Bowl, highlights the achievements of student-athletes across the country.

The program will be open to all United States sophomore and junior level high school athletes. Athletes must have a minimum 3.5 GPA and also be active members in their communities to qualify.

"Athletes and Army Strong Soldiers possess a unique and similar set of strengths," said Lieutenant General Benjamin Freakley, U.S. Army. "We are excited to be partnering with the Pro Football Hall of Fame to help recognize outstanding student-athletes across the country; athletes who not only excel in their area of sport, but also excel academically and are upstanding members of their communities. We look forward to working with schools across the country to highlight their student athletes' successes and achievements."

Formal nominations will be accepted from February 6, through April 15, 2012. A judging panel comprised of Pro Football Hall of Fame representatives will review submissions and nominate 10 finalists on May 15, 2012. Each of the 10 finalists will receive a special recognition at their school during the fall and will travel to the 2013 U.S. Army All-American Bowl. The winner of the Award for Excellence will be announced during the Bowl's formal Awards Dinner on Friday, Jan. 4, 2013.

"The Pro Football Hall of Fame is proud and pleased to continue its mission to educate and promote the excellence that comes with America's favorite game, football, and combine it with the U.S. Army's mission of excellence in school, community service and through athletics, in this "American Idol" search for the best high school seniors, who will then be honored by Pro Football Hall of Famers," said George Veras, President and CEO, Pro Football Hall of Fame Enterprises.

For more information on the program and to view the nominations form, visit: www.goarmy.com/AAB or www.profootballhof.com/Army

In its day-to-day operation, the Pro Football Hall of Fame works very closely with all facets of the pro football family - the National Football League, the 32 NFL clubs, and other entities to ensure the overall success of the Pro Football Hall of Fame. In turn, the Hall strives to serve as the best possible historical showplace and repository for the sport of pro football. The Hall of Fame is a 501(c)(3) not-for-profit educational institution that focuses on education, promoting, preserving, and honoring the great individuals and moments that have shaped the sport's history.

- ###-

CONTACTS:

George Veras, Pro Football Hall of Fame Enterprises, 216-244-1286, George.Veras@profootballhof.com
Christina Smith, 512-773-2474, Christina.smith@webershandwick.com