

**DENVER BRONCOS  
COMMUNITY DEVELOPMENT**

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# COMMUNITY

D E N V E R B R O N C O S

## Chat

November 21, 2008

Volume 2 • Issue 8

### ON THE CALENDAR:

**Nov. 25**

Futures Football Assemblies at  
Smiley and Grant Middle School

**Oct 12**

Broncos Wives Drive

**Oct 14**

Hometown Huddle Fun Walk

**Nov 4**

Futures Football Assemblies Begin

### COMMUNITY CHAMPION OF THE MONTH:

#### KENNY PETERSON

Kenny has participated in a number of Broncos organization community events throughout the year including NFL Junior Player Development at East High School, Drive for Life XI and attended a school assembly at Kepner Middle School for the Denver Public Schools Futures Football Program.



**CHAMPIONS  
IN THE  
COMMUNITY**

## THE FUTURE LOOKS BRIGHT!



in November, the Denver Broncos have been traveling to various middle schools to introduce the new program to middle school kids by presenting the Futures Football program details, encouraging participation in the spring league and good behavior and academic standing to ensure eligibility.

Each assembly began with showing a video featuring Broncos players and DPS alumni Daniel Graham and Erik Pears, East High School football coach and NFL Alumni Ron Woolfork,

Throughout Denver Public Schools, an excitement is building. An excitement about a new opportunity for middle school students throughout the district to play tackle football on teams representing their local high schools—Futures Football. Every Tuesday

Broncos Cheerleader Lindsey Dudley and Miles the mascot. Following the video the Broncos have invited a number of Broncos players to speak to the students about their own football and academic journeys, answering questions and helping build excitement



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Community Development Staff:

Cindy Kellogg, Vice President of Community Development  
Billy Thompson, Director of Community Outreach

Kelly Woodward, Director of Community Development



about the program. Thus far, Broncos Alumni Ed McCaffrey and Broncos players Erik Pears, Kenny Peterson, Calvin Lowry, Nate Jackson and Karl Paymah have all attended a Futures Football assembly. Kids attending the assemblies were rewarded for great

“Q&A” questions with Futures Football t-shirts and all students received a Broncos water bottle.

The Denver Broncos and Denver Public Schools are thrilled to be working together to present a brand new, academic-based tackle football program for all middle

school boys and girls. The Broncos, NFL Charities and the NFL Youth Football Fund all collaborated to provide funding for the program. The 10-team league will take place in the spring allowing each team to be coached by the corresponding DPS high school with the middle schools funneling into a specific high school and combining to form one Futures Football team. Maintaining a C-average along with good behavior and attendance will be required to participate. Each team will wear a uniform and helmet in their high school colors featuring the Broncos horse-head logo. The teams will practice at the high school fields with games at DPS All-City Stadium and will have playoffs and a championship game in May.

As the assemblies continue in November and more and more students become excited about the upcoming inaugural spring season of Futures Football, the Broncos are very proud and honored to be a part of such a wonderful opportunity for young people to remain physically active, be rewarded and encouraged for being a good all-around student and of course, play our favorite sport—FOOTBALL!!

## WHAT MOVES



After a busy and active fall, the Broncos What Moves U program with the NFL and the American Heart Association will wrap up this weekend with a special tribute pregame to the top participants from all eight Boys & Girls Clubs of Metro Denver. The Denver Broncos are excited to partner with Boys & Girls Clubs of Metro Denver and the American Heart Association at Sunday's Broncos versus Raiders game at INVESCO Field at Mile High.

Participants in the What Moves U program were challenged in late September to become more physically active—for a minimum of 60 minutes a day—and keep up that activity for the six-week program and beyond as part of the NFL Play 60 national movement. Incentives and activities were

## WE'VE BEEN MOVED!

provided along the way, like kickoff assemblies at many of the Boys & Girls Clubs with Broncos players, a Hometown Huddle event in early October featuring a fitness walk at the stadium with Broncos players as team captains, and a special invite to the Broncos trick-or-treat event in late October.

Lucia Madera is a Keystone Member at the Broncos Boys & Girls Club in Montbello and has participated from the beginning of the What Moves U program as a designated peer leader.

“For many of the kids, just the fact that the football players were there to support us encouraged them to try hard and have fun. The presence of the players meant a lot to the kids participating, Madera said. “As I recall, everyone who attended in this activity, including the adults, left with a smile on their face, as well as the satisfaction of accomplishing something great.”

Tina Martinez is the Vice President of Program Services for Boys & Girls Clubs of Metro Denver and was thrilled to have the Boys & Girls Clubs' members participate and spoke highly of the program and the experiences it offered the participants.

“Association to implement the What Moves U program at our Clubs,” Martinez explained. The goal of the program, to engage youth in physical activity, is

a great match with our goal for youth to make healthy choices. What Moves U not only encourages our members to be active, but also helps to educate these youth on the importance of physical activity.”

Cassie Bair is the Director of Cause Marketing for the Pacific Mountain Affiliate of the American Heart Association and also is passionate about the program.

“Addressing childhood obesity rates is crucial in achieving that goal by teaching kids that by eating well and moving around more, they reduce their chance of a heart attack or other issues,” said Bair. “The Broncos, Boys and Girls Clubs of Metro Denver and the American Heart Association formed a unique relationship this year to move the What Moves U program out of the schools and piloted it in the community. By executing the program outside of the school day, heart healthy messaging is reinforced external of school programs.”

Thank you to all the youngsters that participated in the What Moves U program—you continue to inspire us and we hope this program has inspired you to keep moving towards a healthy and active lifestyle.

### Mission Statement:

The Denver Broncos strive to improve the lives of Coloradoans through youth, health, hunger and homelessness initiatives.