



# IT BEARS MENTIONING.....

October 2006

## GET UP AND GET MOVIN'

The Chicago Bears and American Heart Association (AHA) joined forces to locally introduce *What Moves U*, a new awareness campaign to promote physical fitness to children across the nation. On Saturday, September 24 at the AHA's Heart Walk at the College of DuPage in Glen Ellyn, Bears mascot **Staley** joined over 5,000 walkers in participating in the morning's many festivities and also handed out magnets featuring Bears players **Muhsin Muhammad, Charles Tillman and Brian Urlacher** to participants and spectators to encourage them to learn



Bears mascot Staley joined over 5,000 walkers at the American Heart Association's Heart Walk at the College of DuPage.

more about *What Moves U* and to find out how they can be a part of this exciting new program. The National Football League and American Heart Association created the *What Moves U* program in response to the continuing decline of physical education programs in many of America's schools and the lack of physical activity for today's youth. This initiative incorporates several key elements: an in-school activity kit created for teachers, by teachers, which includes curriculum-based activity sheets, program-specific learning materials and school promotional materials; and an interactive fitness-focused website for children. *What Moves U* will officially launch in mid-October in over 15,000 middle schools nationwide. Teachers will then have the opportunity to download the in-school activity kit on [www.whatmovesu.com](http://www.whatmovesu.com). Unlike other physical fitness programs, *What Moves U* has been developed for teachers of various academic disciplines to help them find ways to integrate physical activities into their existing lesson plans. To learn more about the *What Moves U* program and the Chicago Bears, please visit [www.chicagobears.com/community](http://www.chicagobears.com/community).





## TACKLE A BOOK TODAY

For the third consecutive year, the Chicago Bears are administering an exciting reading incentive program called "Tales to Tackle," which will run from mid-September through mid-December. The goal of this program, geared toward 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> graders, is for students to read three teacher-approved books per month. The main component of the "Tales to Tackle" program is a reading notebook, which includes photos of Bears players and features quotes about the importance of reading from Bears players and famous authors. The notebook also includes a list of suggested books and has plenty of space for students to write book reports. This notebook allows the students to keep track of the books that they read during the program. There are over 7,500 students participating in "Tales to Tackle" in 2006, and every child who achieves the goal of reading three books per month for the three month period will be entered into a random

drawing for the chance to win a special "Bears Experience" at Halas Hall in Lake Forest. The "Tales to Tackle" program is sponsored by ComEd, An Exelon Company, and is a component of the Chicago Bears Education initiative, which is presented by Chase. Please contact Jessica Kies in the Community Relations Department at (847) 739-5308 if you would like more information.



## POWER HOUR

Defensive end Mark Anderson joined Bears staff members at the Logan Square Boys & Girls Club in Chicago on Tuesday, September 26 for the Power Hour tutoring program. After the students had completed their homework assignments for the day, Mark spoke about the importance of education and making good decisions outside of the classroom. He then played games with the kids and put on an impromptu football clinic in the Club's gymnasium. The Bears partnered with the Boys & Girls Clubs of Chicago in supporting this initiative, which is designed to encourage students to focus on academics after school and reward them for their achievements. This program takes place once a month during the football season at various Boys & Girls Clubs throughout Chicago. Volunteers help tutor students who are part of the Club's after school program.



Mark Anderson spoke with Power Hour participants during a visit to the Logan Square Boys & Girls Club in Chicago.

## THE GIVING SEASON

The Bears will be hosting two collection drives at Soldier Field during the upcoming holiday season that will benefit thousands of children and families throughout Chicagoland.

A Toy Drive to benefit the Walter and Connie Payton Foundation will be held on Sunday, November 5 prior to the Bears vs. Dolphins game. Volunteers will be stationed at entrance gates to collect new, unwrapped toys from generous fans prior to the game.

The 18<sup>th</sup> Annual Chicago Bears/Dominick's "Coat Drive" will be held on Sunday, December 3 when our Bears host the Vikings. Volunteers will be positioned at entrance gates and various locations around the stadium to collect winter coats, hats, and gloves from fans before they enter the stadium.



Jason McKie, Justin Gage and Adrian Peterson posed with students from School of St. Mary for Safety Day.

## SAFETY DAY

Bears wide receiver **Justin Gage**, fullback **Jason McKie**, and running back **Adrian Peterson** joined the Lake Forest Police and Fire Departments at the School of St. Mary in Lake Forest on Tuesday, September 19 for Safety Day. Students from kindergarten through 3<sup>rd</sup> grade participated in several hands-on safety demonstrations highlighting fire, bike and personal safety. This was the fifth consecutive year that the Chicago Bears have partnered with Chicago area fire and police departments and schools to educate children about the importance of public safety.

## INVINCIBLE DAY AT THE MOVIES

The Chicago Bears hosted over 200 children from local youth agencies and youth football leagues for a private showing of the Disney movie "Invincible" on Tuesday, September 12 at the Regal Lincolnshire 20 & IMAX Theaters in Lincolnshire. Wide receivers **Mark Bradley**, **Justin Gage**, and **Bernard Berrian**, kicker **Robbie Gould**, and defensive tackle **Antonio Garay** spoke to the group prior to the start of the film and stayed for the viewing. The NFL collaborated with Disney on the filming of "Invincible," which tells the true story of Vince Papale, a 30-year-old bartender and out-of-work teacher who never played college football, but went on to make the Philadelphia Eagles team at an open tryout. The NFL and the Regal Entertainment Group partnered to present "A Day at the Movies," which took place at Regal Theaters in many NFL markets on September 12<sup>th</sup>.



Antonio Garay attended a viewing of the movie *Invincible* with over 200 local children.

## COACH OF THE WEEK

The Chicago Bears "Coach of the Week" program enters its 11<sup>th</sup> season this year. The program honors outstanding Illinois high school football coaches who develop players' football skills and knowledge, character, leadership, discipline, and teamwork abilities. Other criteria include graduation rates, coaching technique, school and community support, volunteerism, and, most importantly, contributions to players' long-term success on and off the field. The program will run for nine weeks from August 28 through October 23. Coaches are nominated by a panel of local prep authorities and Bears staff, and the winning "Coach of the Week" is selected every Monday. Through the first six weeks of the program, the 2006 Bears "Coach of the Week" winners include Guy Goodlove of Westville High School, Glen Koslowski, former Bears player and current head varsity football coach at Wauconda High School, John Beccue of Monticello High School, Mike Emanuelson of Eisenhower High School, Rich Stewart of Hillsboro High School, and Jesse Chick of Simeon High School. The Bears will donate \$1,500 to the football program at each winning coach's school. In addition, each coach will be invited to the Bears-Vikings game on December 3, 2006 and will be recognized in an on-field ceremony that day. All "Coach of the Week" honorees will also receive a framed certificate and will attend a Bears practice and "chalk-talk" with Bears Head Coach Lovie Smith.

# GOAL POWER



Bears Strength and Conditioning Coordinator Rusty Jones spoke to students at Halas Hall as part of the "Goal Power" program.

Thirty kids from the Chicago Urban League visited Halas Hall on Saturday, September 30 as part of a community outreach program established by Bears defensive end **Adewale Ogunleye**. The purpose of this program, titled "Goal Power: Alternative Careers in Sports" is to introduce young people to different opportunities that exist in professional sports outside of being an athlete. This is the second consecutive year that Wade has partnered with the Chicago Urban League to present "Goal Power." As part of the program, students involved with the CUL will take field trips to different sports-related venues throughout Chicago to observe the day-to-day activities and responsibilities that are associated

with careers in sports. On Saturday, students had the opportunity to speak with Bears executives, including **Caroline Guip**, Director of Community Relations; **Bobbie Howard**, Director of Player Development; **Rusty Jones**, Strength and Conditioning Coordinator; **Tony Medlin**, Head Equipment Manager; and **Cliff Stein**, Director of Player Contracts and Legal Affairs. Earlier in September, the group visited FOX-TV studios, and they will visit the United Center, where the Chicago Bulls executive offices are located, in October.

## OCTOBER COMMUNITY CALENDAR

October 2, 2006	Great Lakes Naval Station Visit
October 3, 2006	Bears School Outreach Youth For Life school assembly
October 4, 2006	"Bear Hugs" hospital visit
October 10, 2006	Chicago Bears/United Way Hometown Huddle Bears School Outreach Goal Power visit to United Center
October 14, 2006	Goal Power Ceremony at Chicago Urban League
October 23, 2006	Lou Malnati's/Bears Wives 36 <sup>th</sup> Annual Cancer Benefit
October 24, 2006	Hello to Our Heroes Power Hour tutoring program at Boys & Girls Clubs of Chicago
October 31, 2006	Bears School Outreach



The South Elgin Patriots youth football team took on mascots from professional sports teams across the country during the "Mascot Melee Bowl" at Soldier Field on September 17, 2006.



Cameron Worrell posed for a photo with Bears mascot Staley and some young fans to help promote the Forest Grove 5K at the Forest Grove Athletic Club.

# BACK TO SCHOOL

The Bears School Outreach program kicked off on Tuesday, September 12 when **Tommie Harris** and **Muhsin Muhammad** visited Jordan Community School in Chicago to speak to, motivate, and interact with students. Each Tuesday during the football season, Bears players visit different Chicago Public Schools to talk to kids about the importance of education, character development, goal setting, and commitment to excellence. Now entering its 11<sup>th</sup> season, the Bears School Outreach program reaches more than 7,000 students annually. To date, players who have participated in Bears School Outreach in 2006 include **Desmond Clark**, **Robbie Gould**, **Tommie Harris**, **Todd Johnson**, **Fred Miller**, **Muhsin Muhammad**, **J.D. Runnels** and **Cameron Worrell**.



J.D. Runnels posed for a photo with students at Ogelsby Elementary School during a recent visit.



Tommie Harris and Muhsin Muhammad kicked off the Bears School Outreach program at Jordan Community School.

## SAVE THE DATE!!!

The Lou Malnati's/Bears Wives 36<sup>th</sup> Annual Cancer Benefit will take place on **Monday, October 23** at Lou Malnati's Restaurant and Pizzeria in Buffalo Grove, beginning at 5:30 p.m. Proceeds from the event will benefit Bears Care, the charitable beneficiary of the Chicago Bears. If you would like more information, please call Malnati's at (847) 562-1814 or email Marge Hamm at [BearsCare@bears.nfl.com](mailto:BearsCare@bears.nfl.com). We hope to see you and your family on the 23<sup>rd</sup>!



The Chicago Bears celebrate Hispanic Heritage Month during October.



For every point Robbie Gould scores during the 2006 season, people can pledge money to help the Little City Foundation.

CONTACT THE CHICAGO BEARS COMMUNITY RELATIONS DEPARTMENT AT (847) 295-6600