



INDIANAPOLIS COLTS RELEASE

Indiana Farm Bureau Football Center
P.O. BOX 535000
Indianapolis, IN 46253
www.colts.com

Colts Community Relations

"Sharing the Heart Behind the Horseshoe"

September 14, 2015

FOR IMMEDIATE RELEASE

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BJOERN WERNER TO LAUNCH PLEDGE PROGRAM WITH "AT YOUR SCHOOL"

Colts OLB Will Reward Students for Participation in the PLAY 60 Program

WHAT: On Tuesday, September 15, Colts OLB Bjoern Werner will visit the AYS after-school program at Nora Elementary School to launch his season-long pledge program with nearly 400 AYS participants in Washington Township. Through this program, Werner is asking each student to make a pledge to eat healthy and be active at least 60 minutes a day. In return for their hard work, Werner will reward students with Colts tickets and a party at the end of the semester.

Tuesday's visit will take place from 4 – 5 p.m. in the school's gymnasium. This is the first year for the pledge program. Bjoern has purchased a block of 10 tickets for every Colts home game and will use those tickets to reward students who abide by the pledge. In addition, Bjoern is committed to visiting AYS programs at schools in Washington Township throughout the season to participate in fitness drills and visit with students, encouraging them on their efforts.

This program supports the NFL PLAY 60 initiative designed to tackle childhood obesity and encourage today's youth to live healthier lives.

WHEN: Tuesday, September 15, 2015
4 p.m. – 5 p.m.

WHERE: Nora Elementary
1000 E. 91st Street
Indianapolis, IN 46240

WHO: Colts OLB Bjoern Werner, approximately 30 AYS participants at Nora Elementary School

****Media Note: This event is closed to the public. All participants have been pre-selected.***

About PLAY 60

In 2007, the NFL launched a new initiative designed to tackle childhood obesity and encourage today's youth to live healthier lives. Through the PLAY 60 platform, we are asking students across the nation to be active at least 60 minutes each day. NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with an impressive roster of partner organizations - Action for Healthy Kids, Ad Council, American Heart Association, National Dairy Council, Nickelodeon, United Way, and the U.S. Department of Health and Human Services. In addition to national PSAs and online programs, PLAY 60 will also be implemented locally, as part of the NFL's in-school, after-school and team-based programs. Locally, the Indianapolis Colts are implementing a variety of PLAY 60 programming designed to confront the issue of childhood obesity in Indiana. To learn more about other PLAY 60 programs, visit www.colts.com/PLAY60.



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