

# RAVENS IN OUR COMMUNITY



## PLAY 60 CHALLENGE

The 2016 Ravens PLAY 60 Challenge is being offered to all Baltimore County public elementary and middle school students. In partnership with the American Heart Association, local students will be encouraged to be physically active for at least 60 minutes every day over a four-week, incentive-based period. During the program, in-classroom tracking materials and individual student guides will be distributed to help students record their physical activity. By reaching specified benchmarks, students will be rewarded with prizes and a chance to be honored at the 2017 Ravens PLAY 60 game. Top performers from participating schools will also be invited to attend a prize luncheon held at M&T Bank Stadium in the spring of 2017.



## PROJECT ACES



For the seventh-consecutive year, the Ravens have partnered with the Carroll County School District to execute the PLAY 60 Challenge through Project ACES (Active Children Excel in School), a program whose mission and goals align directly with the NFL PLAY 60 campaign. The Project ACES program reaches 26 elementary schools and impacts approximately 12,000 students throughout Carroll County. The kids have the opportunity to challenge themselves and their classmates to get active during the two-week period. Collective and individual prizes are available for top-performing schools and those who log the most minutes or show most improvement.

## PLAY 60 FESTIVAL

The Baltimore Ravens hosted their first PLAY 60 Festival to kick off the year-round efforts of the NFL PLAY 60 campaign. More than 300 children from various Baltimore City after-school programs, including Living Classrooms and Education-Based Latino Outreach (EBLO), were led through football drills and activities under the instruction of USA Football coaches and Playworks Maryland. Members of the Ravens' 2016 rookie class, including **WR Chris Moore**, **WR/RS Keenan Reynolds**, **C Matt Skura** and **CB Tavon Young** (all pictured below), joined Ravens cheerleaders and mascot Poe in helping launch this year's program.

