

RAVENS IN OUR COMMUNITY

NFL PLAY 60 KICK-OFF ASSEMBLIES



The Baltimore Ravens and Mid-Atlantic Dairy Association kicked off their promotion of the in-school *PLAY 60 Challenge* Tuesday (10/2) as part of the national NFL *PLAY 60* campaign that is designed to encourage kids to be active for at least 60 minutes a day in order to help reverse the trend of childhood obesity.

Through the 2012 *PLAY 60 Challenge*, the Ravens are challenging local schools and students to be physically active for at least an hour every day, by using an incentive-based system. In-classroom tracking materials and individual student guides were distributed to physical education teachers for students to record their physical activity during the four-week program. Incentives to succeed in the

program include prizes like water bottles, foam footballs, basketball hoops and yoga mats. One student who has done exceptionally well in the program will be invited to the Ravens-Steelers game (12/2) to take part in a pre-game recognition ceremony. In addition, top performers from participating schools will attend a prize luncheon in the spring of 2013.



FB Vonta Leach

On Tuesday (10/2), the Ravens hosted the first *PLAY 60 Challenge* kick-off assembly at Dundalk Middle School with **FB Vonta Leach**, and on Tuesday (10/9), another will be held at Windsor Mill Middle School. The program focuses primarily on children in sixth grade, but encourages school-wide participation.

PROJECT ACES

For the third-consecutive year, the Ravens have partnered with the Carroll County school district to execute the *PLAY 60 Challenge* through the school system's existing Project ACES (Active Children Excel in School) program. On Tuesday (10/2), **WR Torrey Smith** attended a kick-off event with students at Linton Springs Elementary School.

Project ACES, a program whose mission and goals align directly with the NFL *PLAY 60* campaign, has been promoted by Carroll County Public Schools and The Partnership for a Healthier Carroll County since its inception in 1996. By combining forces, the Play 60 Challenge/Project ACES program will reach 26 elementary schools throughout Carroll County, totaling over 14,000 students.



WR Torrey Smith

