



2019 ATLANTA FALCONS

COMMUNITY RELATIONS

RECAP





2019

ATLANTA FALCONS COMMUNITY RELATIONS

RECAP

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MILITARY

GIVING BACK TO OUR NATION’S
ACTIVE DUTY MILITARY, VETERANS
AND THEIR FAMILIES

YOUTH +
HIGH SCHOOL FOOTBALL

CONTINUING TO GROW
THE GAME OF FOOTBALL AT
THE GRASSROOTS LEVEL

SOCIAL JUSTICE

CREATING IMPACTFUL CHANGE
AND SOCIAL REFORM IN
THE COMMUNITY





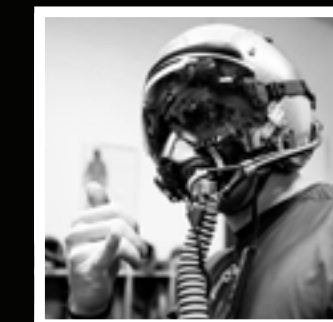
CAREER SYMPOSIUM

The Atlanta Falcons and Atlanta United partnered with Children of Fallen Patriots Foundation to offer Gold Star students a behind-the-scenes look at a career in sports. Students had the opportunity to hear from a variety of Atlanta Falcons and Atlanta United executives and associates.



MILITARY OTA

Atlanta Falcons hosted military service members and veterans to a private viewing of an Atlanta Falcons OTA practice.



LUKE AIR FORCE BASE

Atlanta Falcons players visited Luke Air Force Base outside of Phoenix, Arizona for a behind-the-scenes look at day-to-day military training followed by a meet and greet with military service members and their families.





WEST POINT MILITARY ACADEMY

Atlanta Falcons players, Owner & Chairman Arthur Blank, AMBSE CEO Steve Cannon, Head Coach Dan Quinn and several Atlanta Falcons executives and coaches visited West Point Military Academy for a two-day leadership course. The group had the opportunity to participate in various military traditions, forums and team building activities.





The Atlanta Falcons partnered with Zaxby's to host wounded military veterans to a deep-sea fishing tournament in Savannah, Georgia. Veterans were treated to a welcome dinner and competed in a deep-sea fishing tournament alongside current and former Atlanta Falcons players.





SALUTE TO SERVICE

★ ★ ★ WEEK ★ ★ ★

PRESENTED BY

ZAXBY'S



BATTLE OF THE BASES

Atlanta Falcons hosted service members from multiple Georgia military bases for a flag football tournament at the Training Facility. Atlanta Falcons current players served as celebrity coaches as each team battled to be the flag football champion.



PROS VS. JOES

The Atlanta Falcons Rookie Club competed alongside military service members and high school football players in a ping pong tournament.



SALUTE TO SISTERHOOD

The Atlanta Falcons Women's Association hosted a baby shower for expecting military veterans complete with gifts, games and a flower market. Gifts were provided by Head Coach Dan Quinn and his wife Stacey Quinn's military non-profit, Quinn's Corps.





YOUTH FOOTBALL CAMP

The Atlanta Falcons hosted a Youth Football Camp on base at Fort Gordon in Augusta, Georgia for more than 200 youth to learn football fundamentals and player safety from Atlanta Falcons alumni players.



VETERANS EMPOWERMENT ORGANIZATION CARE PACKAGES

Blank Family of Businesses associates packaged winter care packages for the Veterans Empowerment Organization, a homeless shelter for military veterans.



TAPS DECAL PROGRAM

The Tragedy Assistance Program for Survivors (TAPS) offers compassionate care to all those grieving the loss of a loved one who died while serving in our Armed Forces or as a result of his or her service.

For the fourth year in a row, Atlanta Falcons Head Coach Dan Quinn hosted TAPS families to a weekend of activities to thank them for the ultimate sacrifice of their fallen hero. This year, 94 families were hosted in honor of the 25th anniversary of TAPS, the largest TAPS gathering ever hosted by a professional sports organization.





TAPS WELCOME PARTY

Atlanta Falcons Head Coach Dan Quinn hosted a Welcome Party for the families at Mercedes-Benz Stadium. Families were surprised in the Atlanta Falcons Locker Room with personalized jerseys honoring their fallen hero.



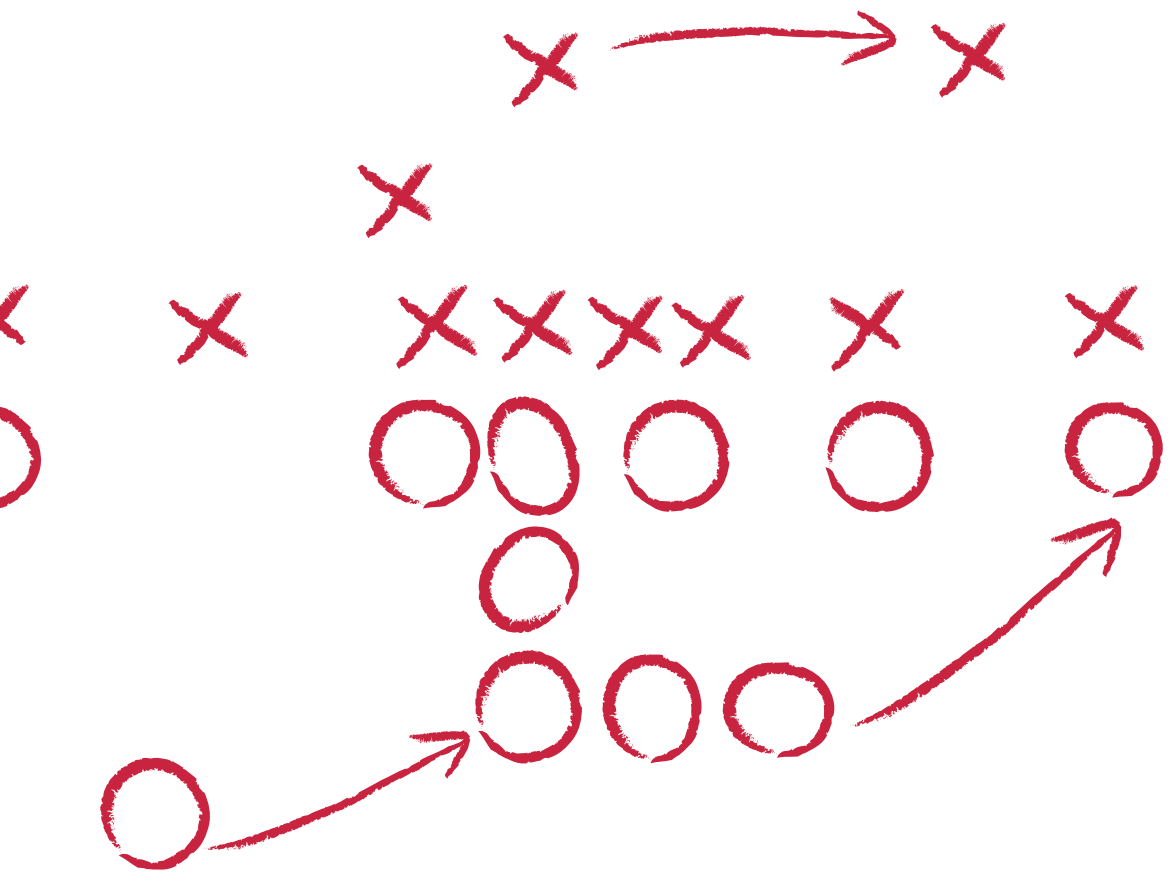
TAPS WALKTHROUGH VISIT

On Saturday, Atlanta Falcons Head Coach Dan Quinn hosted 94 TAPS families to a private walkthrough practice at the Atlanta Falcons Training Facility. Following practice, families spent time with the position group of players playing in honor of their fallen hero.



TAPS SALUTE TO SERVICE GAME

On Sunday, every Atlanta Falcons player honored fallen heroes by wearing a helmet decal with the initials of multiple TAPS fallen heroes. TAPS families visited with United States Secretary of Defense Dr. Mark Esper as well as 17th Commanding General, United States Army Training and Doctrine Command General Paul Funk and AMBSE CEO Steve Cannon. More than 40 suite owners welcomed TAPS families into their suite for the game.

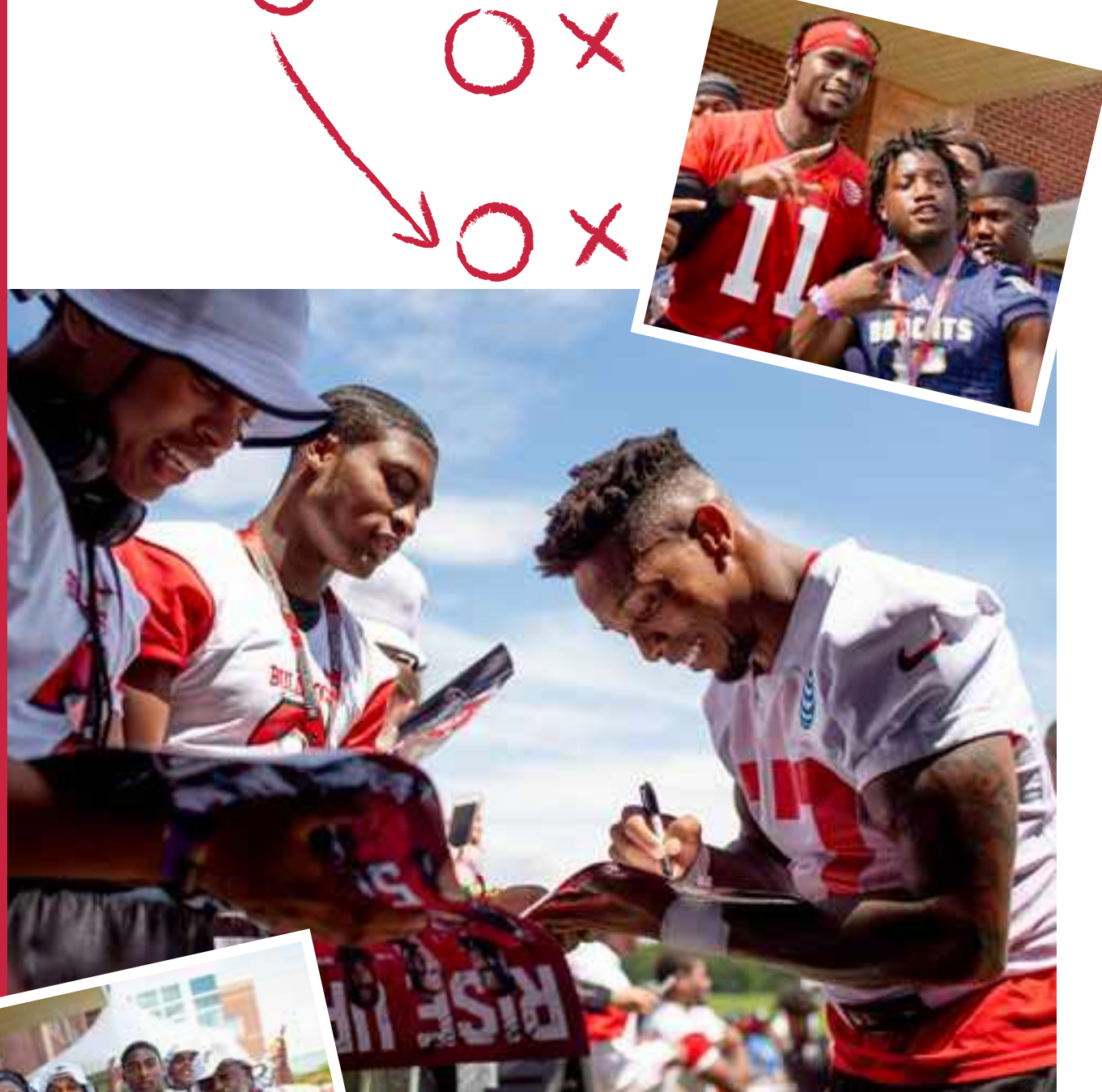


HIGH SCHOOL FOOTBALL VISITS

Each day of training camp, the Atlanta Falcons hosted a different Georgia high school football team for a VIP experience during practice.

PARTICIPATING HIGH SCHOOL FOOTBALL TEAMS:

- Booker T. Washington High School – ATLANTA, GA
- Central High School – TALBOTTON, GA
- Dalton High School – DALTON, GA
- Early County High School – BLAKELY, GA
- Mt. Zion High School – ATLANTA, GA
- Northview High School – JOHNS CREEK, GA
- Perry High School – PERRY, GA
- West Hall High School – OAKWOOD, GA



MILITARY APPRECIATION DAY

During training camp, the Atlanta Falcons honor military members and their families on Military Appreciation Day. The Atlanta Falcons hosted TAPS military families and service members from each branch to Mercedes-Benz Stadium for a VIP experience.



COACH: Matt Land

HIGH SCHOOL: Dalton High School



COACH LAND IS THE FIRST ATLANTA FALCONS COACH OF THE YEAR NOMINEE TO WIN THE DON SHULA NFL HIGH SCHOOL COACH OF THE YEAR AWARD.

Dalton High School Head Football Coach, Matt Land, has always believed the role of coach is more than just about football.

The Atlanta Falcons announced Coach Land as the team's 2019 nominee for the Don Shula High School Football Coach of the Year award. The award is named after the winningest coach in NFL history and honors a coach that goes above and beyond both on and off the field.

Coach Land graduated from Dalton High School in 1988 where he lettered in football and baseball. From there he walked on at Auburn University as a Defensive Back under Coach Pat Dye. Following his time with the Tigers, Coach Land returned to Dalton to pursue his passion and calling of coaching football.

During his time as head coach of the football program at Dalton High School, Coach Land made eight playoff appearances and played in the Region Championship four times. He has sent over 30 players to the next level and has coached 30 all-state players. Coach Land has been named Region Coach of the Year three times.

More important than what he has done on the field, is what he has done off the field. Coach Land actively invests into every young man that walks through his doors. He sees the promise and growth of each player and whole heartedly believes and preaches they can all reach potential beyond their dreams.

Coach Land has stepped up for his program and played the role of coach, disciplinarian, encourager, role model, motivator and most importantly, father. His pillars for the Dalton football program are the same ones he as built his life on; discipline, sacrifice, high expectations and over everything, family. Over the course of his tenure, he has welcomed numerous kids into his home with open arms.

"We are incredibly proud of Coach Land for how he has represented his family, school and the great state of Georgia – he truly is deserving of being named the Don Shula Coach of the Year" said Atlanta Falcons Owner and Chairman Arthur M. Blank.



COACH OF THE WEEK

The Atlanta Falcons selected ten high school football coaches who went above and beyond in the 2019 season. All ten were honored at the Jacksonville Jaguars versus Atlanta Falcons game.

1. Sean Calhoun, **Carrollton High School** – CARROLLTON, GA
2. Alan Rodemaker, **Valdosta High School** – VALDOSTA, GA
3. Michael Pollock, **Lincoln County High School** – LINCOLNTON, GA
4. Adam Clack, **Milton High School** – MILTON, GA
5. Bryant Appling, **Buford High School** – BUFORD, GA
6. Bill Malone, **Morgan County High School** – MADISON, GA
7. Franklin Stephens, **McEachern High School** – POWDER SPRINGS, GA
8. Billy Shackelford, **East Paulding High School** – DALLAS, GA
9. Terance Mathis, **Pinecrest Academy** – CUMMING, GA
10. Jim Bob Bryant, **North Paulding High School** – DALLAS, GA



HIGH SCHOOL HUDDLE

PRESENTED BY DAKTRONICS

The Atlanta Falcons hosted over 250 high school coaches to a free one-day clinic. Atlanta Falcons coaching staff presented on how to improve high school football programs. All coaches enjoyed a private viewing of the Atlanta Falcons OTA practice.

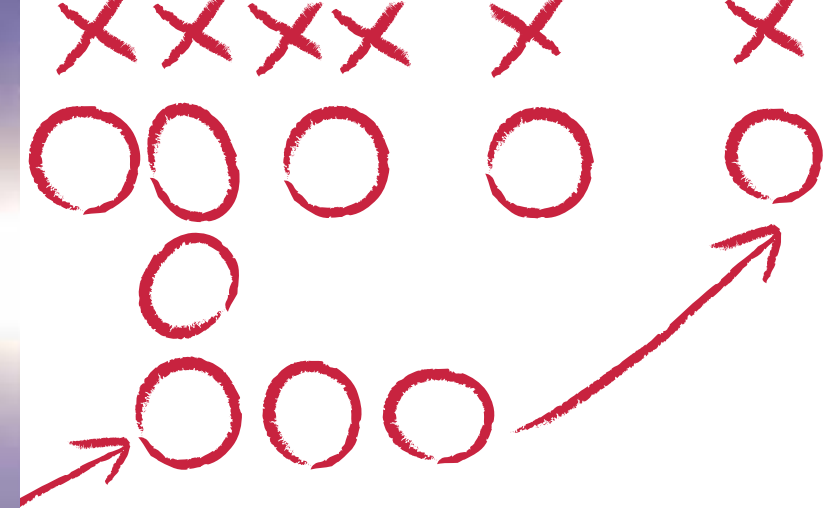


BREAST CANCER AWARENESS HIGH SCHOOL GAME

PRESENTED BY EMORY

In support of Breast Cancer Awareness month, the Atlanta Falcons “pinked” out a Friday night high school football game donating pink in-game elements and apparel. Appearances were made by Atlanta Falcons Cheerleaders and Freddie Falcon.





GAME OF THE WEEK

The Falcons Friday High School Game of the Week celebrated Friday night high school football. For each of the five games selected, the Atlanta Falcons provided in-game elements including interactive games and inflatables, gate giveaways and appearances by Atlanta Falcons Cheerleaders and Freddie Falcon.

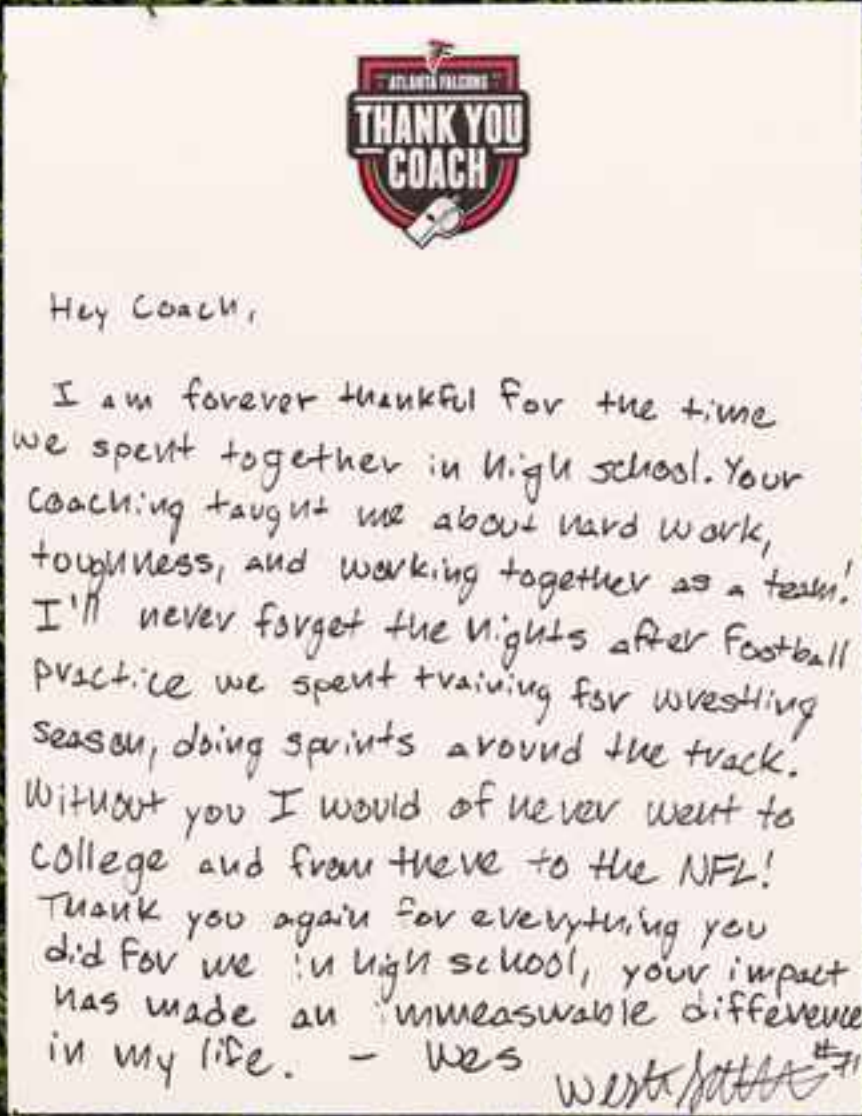


THANK YOU COACH

Atlanta Falcons players had the opportunity to invite their former high school football coach to a special weekend in Atlanta. Coaches were treated to a welcome dinner, a private walkthrough practice at the Atlanta Falcons Training Facility and enjoyed the Jacksonville Jaguars versus Atlanta Falcons game in a suite at Mercedes-Benz Stadium.

PARTICIPATING PLAYERS:

- Allen Bailey
- Kenjon Barner
- Danny Etling
- Jaeden Graham
- Josh Harris
- Brian Hill
- Grady Jarrett
- Kaleb McGary
- Sharrod Neasman
- Brandon Powell
- Wes Schweitzer
- Ito Smith
- Keith Smith





FLAG FOOTBALL



GIRLS HIGH SCHOOL FLAG FOOTBALL

The Atlanta Falcons and Arthur M. Blank Family Foundation funded six Georgia counties to provide the opportunity for each of their high schools to field an all-girls flag football team. The season ended with a Girls Flag Football Championship with all six counties at Mercedes-Benz Stadium.

PARTICIPATING COUNTIES:

- CHEROKEE COUNTY
- FORSYTH COUNTY
- GWINNETT COUNTY
- HENRY COUNTY
- MUSCOGEE COUNTY
- ROCKDALE COUNTY



AT THE GIRLS FLAG FOOTBALL CHAMPIONSHIP, THE ATLANTA FALCONS ANNOUNCED THAT GEORGIA IS THE FOURTH STATE TO SANCTION GIRLS FLAG FOOTBALL AS AN OFFICIAL HIGH SCHOOL SPORT.



NFL FLAG-IN-SCHOOLS

The Atlanta Falcons hosted three NFL FLAG-In-Schools Trainings for P.E. teachers from 200 schools to learn how to implement flag football in their P.E. classes and after-school programs. All schools received a free flag football kit.



WESTSIDE FALCONS

In its fourth season, the Arthur M. Blank Family Foundation funded the Westside Falcons Flag Football League for more than 650 youth from the Westside of Atlanta to play in the league at no cost.





YOUTH
FOOTBALL

MOMS FOOTBALL ACADEMIES

The Atlanta Falcons hosted four Moms Football Academies across the state of Georgia. This program teaches women about player safety and allows the opportunity for the ladies to participate in football drills.



YOUTH FOOTBALL CAMPS

The Atlanta Falcons hosted six Youth Football Camps across the state of Georgia and in Montana. Youth ages 7-13 learned about proper tackling techniques and football fundamentals from former and current Atlanta Falcons players.



STATE FORUM

The Atlanta Falcons hosted a Youth Football State Forum designed for youth football leaders, presidents and commissioners to learn how to improve their youth football programs and discuss best practices.

YOUTH FOOTBALL PHOTO DAY

PRESENTED BY EMORY

The Atlanta Falcons hosted 40 youth football and cheerleading teams to Mercedes-Benz Stadium for professional individual and team photographs. Each participant had their photo taken on the field and in the Atlanta Falcons Locker Room.





MONTANA YOUTH FOOTBALL CAMPS

The Atlanta Falcons hosted a free youth football camp in both Bozeman and Missoula, Montana for over 600 youth.



DEKALB COUNTY SOCIAL JUSTICE

SPRING EVENTS

DEKALB YOUTH DETENTION CENTER VISIT

ATLANTA DETENTION CENTER VISIT

FOREVERFAMILY OTA VISIT

HABITAT FOR HUMANITY BUILD

(2) HIGH SCHOOL LEADERSHIP OTA VISITS

METRO REENTRY FACILITY VISIT

(3) POLICE RIDE-ALONGS

THOMASVILLE BOYS & GIRLS CLUB VISIT



FALL EVENTS

(2) ATLANTA POLICE DEPARTMENT &
AT PROMISE CENTER WALKTHROUGH VISITS

EXONERATED FIVE GAMEDAY EXPERIENCES

- ATLANTA FALCONS VS. SAN FRANCISCO 49ERS AWAY GAME TRIP
- SEATTLE SEAHAWKS VS. ATLANTA FALCONS HOME GAME VIP EXPERIENCE

EXONERATED FIVE TRAINING CAMP VISIT

EXONERATED FIVE WALKTHROUGH VISIT

JUST MERCY FILM SCREENING

THOMASVILLE BOYS & GIRLS CLUB

- ATLANTA FALCONS VS. CAROLINA PANTHERS AWAY GAME TRIP

TRUE JUSTICE FILM SERIES





FREDDIE FALCON

Freddie Falcon participated in over 300 community appearances including school shows, Freddie-Grams and various events throughout the year. Through the Freddie-Gram program, Freddie Falcon surprised more than 165 Atlanta Falcons Season Ticket Members and fans during a variety of holidays throughout the year.



FREDDIE FALCON SCHOOL VISITS

A.P. Randolph Elementary School - Atlanta, GA

Alcova Elementare School - Dacula, GA

Arnold Elementary School - Jonesboro, GA

Barber Middle School - Acworth, GA

Boyd Elementary School - Atlanta, GA

Callaway Elementary School - Jonesboro, GA

Centerville Elementary School - Snellville, GA

Chatam Academy - Savannah, GA

Cirrus Academy Charter School - Macon, GA

Dickerson Middle School - Marietta, GA

Dowell Elementary School - Marietta, GA

Dyer Elementary School - Dacula, GA

E.C. West Elementary School - Fairburn, GA

Fair Oaks Elementary School - Marietta, GA

Ferguson Elementary School - Duluth, GA

Hamilton E. Holmes Elementary School - East Point, GA

Hapeville Elementary School - Hapeville, GA

Harper Archer Elementary School - Atlanta, GA

Ivy Creek Elementary School - Buford, GA

John Robert Lewis Elementary School - Atlanta, GA

Jolly Elementary School - Clarkston, GA

Keheley Elementary School - Marietta, GA

Kelley Lake Elementary School - Decatur, GA

Kilpatrick Elementary School - Jonesboro, GA

Kindezi Gideons Elementary School - Atlanta, GA

Liberty Point Elementary School - Union City, GA

Lockheed Elementary School - Marietta, GA

LoveJoy High School - McDonough, GA

M. A. Jones Elementary School - Atlanta, GA

Marbut Elementary School - Lithonia, GA

Miles Elementary School - Atlanta, GA

Minor Elementary School - Lilburn, GA

Montgomery Elementary School - Atlanta, GA

Ocee Elementary School - Johns Creek, GA

Oliver Elementary School - Riverdale, GA

Princeton Elementary School - Lithonia, GA

Renaissance Elementary School - Fairburn, GA

River Eves Elementary School - Roswell, GA

Rivers Elementary School - Atlanta, GA

Rosebud Elementary School - Loganville, GA

S.L. Lewis Elementary School - College Park, GA

Sanders Elementary School - Austell, GA

Sedalia Park Elementary School - Marietta, GA

Stone Mountain Middle School - Stone Mountain, GA

Sycamore Elementary School - Sugar Hill, GA

Toomer Elementary School - Atlanta, GA

Treutlen County Elementary School - Soperton, GA

ATLANTA FALCONS CHEERLEADERS

In addition to cheering on the Atlanta Falcons at Mercedes-Benz Stadium,
**THE ATLANTA FALCONS CHEERLEADERS PARTICIPATED IN OVER
200 COMMUNITY APPEARANCES THROUGHOUT THE YEAR.**



JUNIOR CHEER PROGRAM

Atlanta Falcons Cheerleaders hosted youth ages 5-13 for a
series of monthly cheer practices to prepare for a halftime
performance during an Atlanta Falcons home game.



NFL HUDDLE FOR 100

In honor of the NFL's 100th season, fans were invited to partner with players and teams to volunteer their time in various Huddle for 100 events around the community. As a part of the initiative, the Atlanta Falcons focused their efforts to fight hunger in the state of Georgia.



PARTICIPATING FOOD BANKS:

- Atlanta Community Food Bank - ATLANTA, GA
- America's Second Harvest of Coastal Georgia - SAVANNAH, GA
- Georgia Mountain Food Bank - GAINESVILLE, GA



HOMETOWN HUDDLE

The entire Atlanta Falcons current player roster and Blank Family of Businesses associates engaged in community outreach activities across **10 different metro Atlanta locations** in one hour, in one day.



PARTICIPATING LOCATIONS:

01. ATLANTA COMMUNITY FOOD BANK
02. ATLANTA FIRE RESCUE STATION 1
03. ATLANTA MISSION SHEPHERD'S INN
04. BARACK & MICHELLE OBAMA ACADEMY
05. CARVER HIGH SCHOOL
06. CHILDREN'S HEALTHCARE OF ATLANTA – EGLESTON
07. CHILDREN'S HEALTHCARE OF ATLANTA – SCOTTISH RITE
08. MERCEDES-BENZ STADIUM
09. SHEPHERD CENTER
10. TUSKEGEE AIRMEN GLOBAL ACADEMY





FIRST DOWN FOR FIGHTERS

PRESENTED BY GRADY HEALTH SYSTEM

The Atlanta Falcons partnered with Grady Health System to celebrate cancer survivors and fighters during an exclusive invite only dinner in the Atlanta Falcons Locker Room at Mercedes-Benz Stadium. Honorees were surprised with their own custom Atlanta Falcons jersey, locker full of gifts and two tickets in a suite to the Crucial Catch game on Sunday, October 20 versus the Los Angeles Rams.



ROOKIE CLUB

The Atlanta Falcons Rookie Club was formed to introduce rookie players to the importance of giving back to the community. The Rookie Club participated in various community events throughout the season.



IMPACTED ORGANIZATIONS:

- APALACHEE HIGH SCHOOL FOOTBALL TEAM
- ATLANTA COMMUNITY FOOD BANK
- CHILDREN'S HEALTHCARE OF ATLANTA – EGLESTON
- DISCOVERY HIGH SCHOOL FOOTBALL TEAM
- DOBBINS AIR RESERVE BASE
- DULUTH HIGH SCHOOL FOOTBALL TEAM
- HABITAT FOR HUMANITY
- MEADOWCREEK HIGH SCHOOL FOOTBALL TEAM
- POSITIVE PLACE BOYS & GIRLS CLUB
- RONALD MCDONALD HOUSES

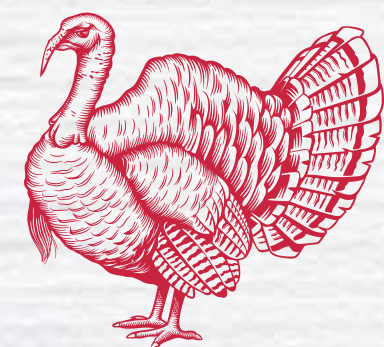
HALLOWEEN



PLAY 60/FITNESSGRAM

The Atlanta Falcons and The Cooper Institute partner with the NFL to implement FitnessGram to 35 selected schools across the state of Georgia. Atlanta Falcons FitnessGram Partner Schools have the opportunity to participate in various Atlanta Falcons PLAY 60 events and trainings throughout their two-year commitment.

THANKSGIVING



FALCONS FEAST
PRESENTED BY PUBLIX

The Atlanta Falcons Offensive and Defensive Linemen hosted the fourth annual Falcons Feast presented by Publix where they purchased and distributed more than 800 Thanksgiving meals for families in need on the Westside of Atlanta outside of Mercedes-Benz Stadium.



PLAYER
THANKSGIVING
DINNERS

Atlanta Falcons Specialists Ryan Allen, Matt Boshier, Josh Harris and Younghoe Koo provided Thanksgiving Dinner at My Sister's House, a homeless shelter for women and children in Atlanta.

Grady Jarrett provided a Thanksgiving Dinner at The Shepherd's Inn, a homeless shelter for men in Atlanta.

Desmond Trufant provided a Thanksgiving Dinner at Home of Hope, a homeless shelter for children in Gwinnett County.





ATLANTA FALCONS WALTER PAYTON MAN OF THE YEAR

Safety Ricardo Allen has taken on a full leadership role in the team's player-led Social Justice Committee. He has spoken in front of the team at team meetings regarding the importance of the committee's social justice efforts and has personally recruited additional players to join in on the outreach. Ricardo has not only donated time but personal funds for the Atlanta Falcons Social Justice Committee's fund and select causes.

Ricardo's community efforts do not stop there. Throughout his time in Atlanta, Ricardo has demonstrated his passion for giving back through attending team events in Atlanta and even outside of the state of Georgia. Ricardo has been to Canada where he was part of an NFL Canada PLAY 60 event and participated in a visit to the local children's hospital, visited injured troops at Walter Reed Medical Center, visited the Tomb of the Unknown Soldier and traveled to West Point Military Academy with other leaders of the Atlanta Falcons team to say thank you to those serving and participate in a leadership military-based training.

Despite being placed on Injured Reserve at the start of the 2018 season, Ricardo returned to the team in 2019 as a season long team captain. While Ricardo wasn't making plays on the field in 2018, his presence was felt around the locker room more than ever. Ricardo dedicated himself to each and every one of his teammates, specifically those filling in for him. In four seasons, Ricardo has played in 55 games with 54 starts while totaling 264 tackles (194 solo), one sack, seven interceptions and 14 passes defended.





“There is a debt we owe to those who make the ultimate sacrifice and we will pay that debt by taking care of the families left behind.”

– AMBSE CEO Steve Cannon



★ ★ ★ ★ SALUTE TO SERVICE ★ ★ ★ ★ AWARD

The NFL Salute to Service Award presented by USAA was created to acknowledge the exceptional efforts by members of the NFL community who honor and support U.S. service members, veterans and their families. The Atlanta Falcons selected AMBSE CEO Steve Cannon as the Atlanta Falcons Salute to Service Award winner.

Steve's passion to provide America's military community meaningful recognition, unique engagement opportunities and enduring support they may not otherwise have is constant and central to his leadership ethic. Steve's commitment to the military and related causes began with his own personal commitment. Steve, who graduated with honors from the United States Military Academy at West Point in 1986, was Airborne Ranger qualified and served as First Lieutenant in West Germany during the fall of the Iron Curtain. During his time in the Army, he also served five years as an artillery officer. Through Steve's countless hours of service to multiple military non-profits over the years, his constant "military first" mindset and utilization of the NFL's platform has provided active duty service members, veterans and military families with first class experiences and support.

In addition to empowering and giving back to the military community, Steve has played a large role in bringing awareness to the general population on the importance of honoring and recognizing our Nation's heroes. Upon his entrance into the Atlanta Falcons organization, he realized the impact of the NFL platform and challenged the Club to be "best in class" and to "become the benchmark franchise in all of professional sports" in terms of our military outreach and appreciation. The Atlanta Falcons became the first ever NFL team to conduct their own USO Tour. Another challenge that Steve put on the team was to make every single Atlanta Falcons home game a Salute to Service game; and to not just celebrate our military service members and veterans once in November. Because of that, the Atlanta Falcons host and honor through video tribute, a family from the Tragedy Assistance Program for Survivors (TAPS) at every single home game.



Steve also serves on the Board of Directors of three organizations whose values are built around providing opportunities for military and their families. Since 2014, he has served on the Board of Directors for Johnny Mac Soldiers Fund and Children of Fallen Patriots; while also serving on the TAPS Board of Directors since 2017. Steve co-founded the Johnny Mac Soldiers Fund in 2014 a non-profit organization that honors military service and sacrifice by providing scholarships and educational programs to veterans and military family members, especially to children of our nation's fallen or disabled. The Johnny Mac Soldier Fund has since raised \$20 million.



Each home game, the Atlanta Falcons recognized a high school football player for their commitment to their team and community.

POWER PLAYER
PRESENTED BY GEORGIA POWER

- Jordan van den Berg, Providence Christian Academy – LILBURN, GA
- Nate Roberts, South Gwinnett High School – SNELLVILLE, GA
- Similoluwa Adefope, Lithia Springs High School – LITHIA SPRINGS, GA
- Dezmond Tell, Dutchtown High School – HAMPTON, GA
- Cameron Shad Dabney, Riverside Military Academy – GAINESVILLE, GA
- Walker Webber, Pike County High School – ZEBULON, GA
- Andreas Keaton, Hillgrove High School – POWDER SPRINGS, GA
- David Coleman, Trinity Christian School – SHARPSBURG, GA



FLAG CREW

Each Atlanta Falcons home game, a high school football team participated in pregame activities as a part of Flag Crew. In addition, the team received a private tour of Mercedes-Benz Stadium.

- Coahulla Creek High School – Dalton, GA
- Carver High School – Atlanta, GA
- Parkview High School – Lilburn, GA
- B.E.S.T. Academy – Atlanta, GA
- Arabia Mountain High School – Lithonia, GA
- Adairsville High School – Adairsville, GA
- South Cobb High School – Austell, GA
- Northview High School – Johns Creek, GA
- Johns Creek High School – Johns Creek, GA
- Douglas County High School – Douglasville, GA



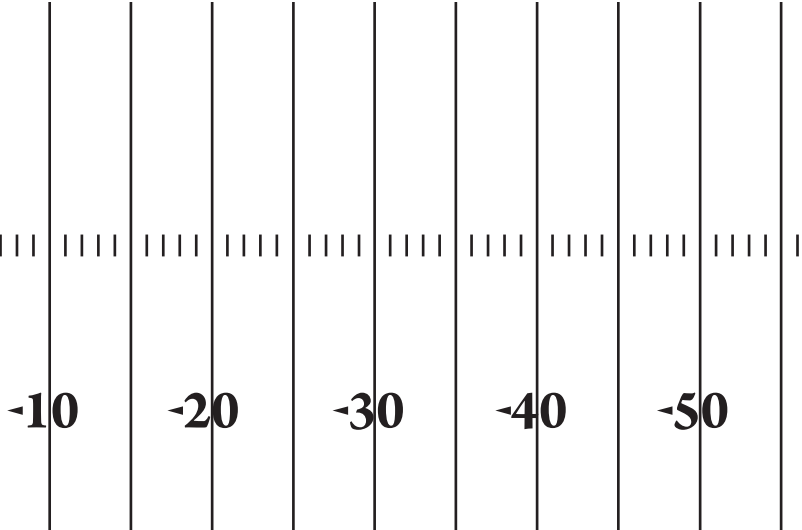
TAPS FAMILY

Each home game, the Atlanta Falcons invited a family from Tragedy Assistance Program for Survivors to honor their fallen hero. Families enjoyed pregame warmups from the sideline and had the opportunity to meet Head Coach Dan Quinn and AMBSE CEO Steve Cannon.

GAMEDAY MILITARY GROUPS

PARTICIPATING MILITARY ORGANIZATIONS:

- DOBBINS AIR RESERVE BASE AND
US CUSTOMS AND BORDER PROTECTION SOUTHEAST
- GEORGIA NATIONAL GUARD
- FORT BENNING
- ROBINS AIR FORCE BASE
- KINGS BAY NAVAL BASE
- FORT GILLEM
- FORT STEWART
- ATLANTA RECRUITING BATTALION



DEFENSIVE BACKS TICKET PROGRAM

Each home game, the Defensive Backs and Defensive Backs coaches hosted youth and coaches from the Westside Falcons Flag Football League.

RISE UP & SHARE TICKET PROGRAM

Players and Head Coach Dan Quinn purchased season tickets to donate to local military and youth and high school football organizations.

- Vic Beasley Jr. – Beasley's Backers
- Jamon Brown – JB's Gr8 Zone
- Grady Jarrett – The Grady Bunch
- Alex Mack – Area 51
- Jake Matthews – Jake's Juggernauts
- Head Coach Dan Quinn – Quinn's Corps
- Matt Ryan – 2's Crew

MY CAUSE MY CLEATS

Atlanta Falcons players, Head Coach Dan Quinn and Freddie Falcon represented charitable organizations through custom cleats for the Sunday, December 8 game versus the Carolina Panthers.

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Wes Schweitzer – Forever Family

Alex Mack – American Football Without Barriers

Blidi Wreh-Wilson – Atlanta Community Food Bank

Brandon Powell – Autism Society

Brian Hill – Partners Against Domestic Violence

Calvin Ridley – Soles4Souls

Chris Cooper – Autism Speaks

Chris Lindstrom – Best Buddies

Christian Blake – American Diabetes Association

Dan Quinn – TAPS

Danny Etling – Terre Haute Catholic Charites

Deion Jones – Louisiana Coalition Against Domestic Violence

Desmond Trufant – Tacoma Kidz

Devonta Freeman – Devonta Freeman Foundation

Freddie Falcon – Children’s Healthcare of Atlanta

Foye Oluokun – Lift for Life Academy

Grady Jarrett – Grady Health Foundation/Grady Gives/Hughes Spaulding Children’s Hospital

Jack Crawford – National Alopecia Areata Foundation

Jamon Brown – Jamon Brown Foundation

John Cominsky – Operation Underground Railroad

Jordan Miller – Humane Society

Josh Harris – Lutzie 43

Julio Jones – Make-A-Wish Foundation

Justin Hardy – American Heart Association

Kaleb McGary – Ocean Conservancy

Keith Smith – Dedicated Dads and Daughters

Kendall Sheffield – Susan G. Komen Foundation

Matt Ryan – March of Dimes/Northside Hospital

Qadree Ollison – Americans Against Gun Violence

Ricardo Allen – Equal Justice Initiative

Sharrod Neasman – Academy of Kings

Takk McKinley – The Coalition to Stop Gun Violence

Vic Beasley Jr. – Rally Foundation

Wes Schweitzer – Forever Family



HONORARY CAPTAIN

Each home game, the Atlanta Falcons invited various deserving members of the community to serve as Honorary Captains.

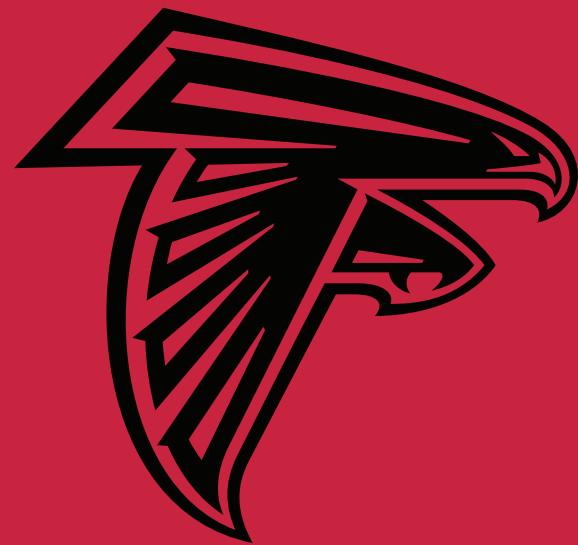


- **Kristopher Lewis** – Kids Wish Network
- **D'Eric Sadler** – Flowery Branch, GA
- **Officer Matt Cooper** – Covington Police Department
- **Caroline Brewer** – Rally Foundation
- **Braxton Lusk** – Children's Healthcare of Atlanta
- **Bronco Reese** – Bronco's Benevolent Foundation
- **Mark Esper** – United States Secretary of Defense
- **Lawson DeLoach** – Milledgeville, GA
- **Luke Gillam** – Make-A-Wish
- **Matt Land** – Atlanta Falcons High School Football Coach of the Year

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