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

CONTINUING TO GROW THE GAME OF FOOTBALL AT THE GRASSROOTS LEVEL

CREATING IMPACTFUL CHANGE AND SOCIAL REFORM IN THE COMMUNITY
MILITARY OUTREACH
**PREPAIR PROGRAM**

The Atlanta Falcons and Atlanta United partnered with Children of Fallen Patriots Foundation and Tragedy Assistance Program for Survivors (TAPS) to give Gold Star students the opportunity to participate in a mentorship program in which they were paired with an associate from the Blank Family of Businesses (BFOB). Mentees also had the opportunity to hear from a variety of executives and associates through the BFOB Speaker Series component of the program.

ABOUT Children of Fallen Patriots: Children of Fallen Patriots provides college scholarships and educational counseling to military children who have lost a parent in the line of duty.

ABOUT TAPS: Tragedy Assistance Program for Survivors (TAPS) provides compassionate care to all those grieving the death of a military loved one, all at no cost to surviving families and loved ones.

**FISHING WITH THE FALCONS**

Presented by Zaxby’s

The Atlanta Falcons partnered with Zaxby’s to host military veterans from the SHARE Initiative at the Shepherd Center and Team Red, White and Blue (Team RWB) for a fishing tournament on Lake Lanier alongside Atlanta Falcons players, Atlanta Falcons Legends, Atlanta Falcons Cheerleaders and executives. The military veterans were also treated to a hotel stay and welcome dinner.

**TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS) LONDON VISIT**

In honor of the Atlanta Falcons participation in the NFL International Series, six families from Tragedy Assistance Program for Survivors (TAPS) were treated with a trip to London for the New York Jets vs. Atlanta Falcons game. TAPS families were surprised with a welcome box mailed to their homes ahead of their trip which included special Atlanta Falcons items and a message from Atlanta Falcons players. While in London, TAPS families from the United States connected with survivors from the United Kingdom.

- **ATLANTA FALCONS WALKTHROUGH VISIT** – TAPS families had the opportunity to attend the walkthrough practice where players wore a custom TAPS shirt with a button in honor of one of the six Fallen Heroes. Families also had the opportunity to hear from Atlanta Falcons President and CEO, Rich McKay; Atlanta Falcons Head Coach, Arthur Smith and Atlanta Falcons General Manager, Terry Fontenot. Following walkthrough, families enjoyed lunch and were surprised with custom painted cleats honoring their Fallen Heroes.

- **NEW YORK JETS VS. ATLANTA FALCONS** – The Atlanta Falcons honored United States TAPS families and United Kingdom survivors who are part of the British Armed Forces Charity; Soldiers, Sailors, Airmen and Families Association; as well as the Families’ Activity Breaks, during the game. The survivors also had the opportunity to meet with the NFL’s 2020 Salute to Service Award recipient and AMB Sports and Entertainment CEO, Steve Cannon on gameday.
In honor of the Atlanta Falcons Salute to Service game, in partnership with AT&T, the Atlanta Falcons hosted six families from Tragedy Assistance Program for Survivors (TAPS) to a weekend of activities to honor the ultimate sacrifice of their Fallen Hero.

- **MERCEDES-BENZ STADIUM TOUR** – TAPS families were surprised with an exclusive tour of Mercedes-Benz Stadium where they had the opportunity to meet the NFL’s 2020 Salute to Service Award recipient and AMB Sports and Entertainment CEO, Steve Cannon; Freddie Falcon; Atlanta Falcons Cheerleaders and Atlanta Falcons Legend, Jessie Tuggle. Each family was also surprised with a shopping spree to the Team Store, courtesy of AT&T.

- **WELCOME DINNER** – TAPS families were treated to a dinner at The Palm welcoming them to Atlanta. Special guests included President of AT&T Prepaid and Cricket Wireless, John Dwyer.

- **GAME DAY** – During the Salute to Service game against the New England Patriots, TAPS families had the opportunity to participate in holding military branch flags on the field during the national anthem. Families were hosted in suites and recognized on-field in honor of their Fallen Hero’s sacrifice. Atlanta Falcons President and CEO, Rich McKay and Atlanta Falcons General Manager, Terry Fontenot surprised the families with a meet and greet during halftime.
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 philanthropist and Atlanta Falcons Owner and Chairman, Arthur M. Blank as the Atlanta Falcons Salute to Service Award recipient.

Arthur started his family foundation in 1995. Since 2008, the foundation has committed more than $28 million in grants to non-profits supporting the military and veterans. After more than 25 years and more than $800 million in giving as of July 2021, The Arthur M. Blank Family Foundation has committed to significantly accelerating the impact of its philanthropy over the next decade.

One of Arthur’s most influential and visible businesses – the Atlanta Falcons – brings immeasurable national attention to our military. Since 2012, the Atlanta Falcons have initiated more than 150 engagements to help troops, veterans and their families. In recognition of these types of commitments to military, Arthur was named to a two-year term as Honorary Commander of the Georgia National Guard from 2017-2019. In 2019, Arthur joined Atlanta Falcons players, coaches and staff on a two-day trip to the United States Military Academy at West Point where he led engagements on leadership and service with cadets, academy leaders and the Army football team.

As intense political winds blow in this season of discord, national leaders like Arthur are more important than ever to help demonstrate, through word and deed, a sense of unity in our country. Whether it is bringing fans of different perspectives together to enjoy a sporting event ... or having guests from across America connect in the great outdoors of Montana ... or starting a values-based retreat to encourage thought leaders to respectfully listen and find common ground ... or signing The Giving Pledge to contribute the vast majority of his wealth to philanthropic causes, Arthur is elevating America by making a real difference in the lives of countless people.
The Atlanta Falcons partnered with Zaxby’s to honor and celebrate the brave men and women that have served or are currently serving in the United States Armed Forces.

**BATTLE OF THE BASES**

Over 65 Army soldiers from Fort Gordon and Fort Benning competed in a flag football tournament at The Home Depot Backyard. Atlanta Falcons Fullback, Keith Smith, and Atlanta Falcons Legends served as honorary coaches.
HOLE IN ONE WITH THE HEROES
Atlanta Falcons Rookies shared in a night of fellowship, golf competitions and fun with military veterans from Team Red, White and Blue (Team RWB) at Topgolf.

ROBINS AIR FORCE BASE YOUTH FOOTBALL CAMP
The Atlanta Falcons hosted a youth football camp at Robins Air Force Base in Warner Robins, Georgia for over 200 youth to learn football fundamentals and player safety from Atlanta Falcons Legends.

VETERAN’S BABY SHOWER
The Atlanta Falcons Women’s Association hosted a baby shower for expecting military veterans complete with gifts, games and fellowship. Gifts were provided by Atlanta Falcons Head Coach Arthur Smith and his wife, Allison Smith.

FREDDIE FALCON “WE’RE ALL DIRTY BIRDS” SCHOOL SHOW
Freddie Falcon hosted a virtual “We’re All Dirty Birds” School Show for schools at military bases across Georgia including Fort Stewart, Fort Gordon and Fort Benning. The virtual school show featured videos from Atlanta Falcons Linebacker Deion Jones and Atlanta Falcons Cheerleaders.

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YOUTH +
HIGH SCHOOL
FOOTBALL
The Atlanta Falcons selected Head Coach, Derrick Avery as the 2020 Atlanta Falcons Coach of the Year. The Atlanta Falcons hosted a “video shoot” for Booker T. Washington High School’s football players, coaches and staff to surprise Coach Avery with the announcement of the award. After the announcement, Coach Avery was surprised with his family, Atlanta Public Schools athletics administrators and a tribute video from his family, players and the Atlanta Falcons President and CEO, Rich McKay.

Coach Avery is the second Atlanta Falcons Coach of the Year named to win the Don Shula NFL High School Coach of the Year Award. The Atlanta Falcons are the first team to have their nominees win the overall award in back-to-back years, 2019 Land, Dalton High School and 2020 Coach Avery, Booker T. Washington High School.

As the 2020 Atlanta Falcons Coach of the Year, Head Coach, Derrick Avery was nominated for the Don Shula NFL High School Coach of the Year Award. All 32 NFL teams submit a high school football head coach each year and an unnamed panel of judges select one coach that displays the integrity, achievement and leadership exemplified by the winningest coach in NFL history, Don Shula. Coach Avery was selected as the 2020 Don Shula NFL High School Coach of the Year.

Coach Avery has stepped in as the role of mentor and father, not just to his athletes, but to any in his community, he has kept athletes on his roster for the role purpose of keeping them off the streets. He wants to ensure the athletes on his team grow up to be outstanding men and fathers. The relationships that he builds with his student are unmatched.

Many of Coach Avery’s athletes and students come from single-parent homes, live with their grandparents, play the role of parents or work two to three jobs to provide food for the family. It is not rare to find Coach Avery taking football players home to his Cruz Del Rio home or using his own money to transport them with public transportation cards. At lunchtime, you can often find Coach Avery sitting down and sharing food with his athletes and students. While most teachers use this time to eat in the breakroom, he seizes the moment to make an impact. He spends his time ensuring his students are keeping up with their schoolwork, managing their schedules and helping those back at home.

Simply put, Coach Avery does his life putting the needs of others first and for that he was selected as the 2020 Don Shula NFL High School Coach of the Year.
Coaching girls flag football head coach, Zach Corcoran has a way to make every athlete feel like they are the most important. He’s the kind of coach that will always come first and never doubt their ability to succeed.

When the Georgia High School Association (GHSA) sent out the letter of intent for girls flag football in February of 2020, Coach Corcoran immediately jumped on the opportunity. While working through the challenges of a pandemic, Coach Corcoran brought the idea of a girls flag football program to the school’s athletic director and was granted permission to start building the first-ever girls flag football team.

Coach Corcoran took the reins of St. Anne-Pacelli’s newest sport and built it from scratch. Upon returning to in-person learning in the fall of 2020, Coach Corcoran held tryouts for St. Anne-Pacelli’s first-ever girls flag football team. All while building the program, he ensured to keep his athletes safe while learning a new sport amid the pandemic.

In their inaugural season, Coach Corcoran and the Lady Vikings won the Regional Championship. They advanced to the Sweet Sixteen in the GHSA state playoffs and finished with a 6-3-1 record. The Lady Vikings reclaimed their Regional Championship title again in 2021. They went on to finish the year with a 14-2 record after being eliminated in the GHSA Girls Flag Football State Semi-Finals. For his achievements on the field, Coach Corcoran was named the 2021 Region Coach of the Year.

Coach Corcoran impacts every age group at St. Anne-Pacelli and is beloved by both the students and faculty. His students and athletes agree that he always makes them the top priority and supports them in reaching their endeavors. His impact gives his athletes confidence both on the field and in the classroom.

Coach Corcoran believes giving back to the community is just as vital as the work he produces on the field. He and his team regularly volunteer with the local Columbus Food Bank and Assistance Center. At the center, Coach Corcoran, his assistant coach and his athletes help pack and distribute bags of food to those in need.

Coach Corcoran’s impact touched one of his athletes so profoundly, she created a youth flag football camp for her senior project. Coach Corcoran mentored and assisted her to ensure the project and camp was a success. Coach Corcoran was vital in ensuring the entire team volunteered to work the camp.

For his efforts both on and off the field, Coach Corcoran was selected as the 2021 Atlanta Falcons Coach of the Year! Coach Corcoran is the first girls flag football head coach to win the Atlanta Falcons Coach of the Year Award. The Atlanta Falcons made history by nominating the first-ever girls flag football head coach for the Don Shula NFL High School Coach of the Year Award.

For his hard work and dedication to the sport of flag football, Coach Corcoran was named the 2021 Atlanta Falcons Coach of the Year.
WESTSIDE FALCONS ASSOCIATE COACHING CLINIC

In preparation for the 2021 fall season, the Westside Falcons hosted a coaching clinic for the volunteer associate coaches from across the Blank Family of Businesses (BFOB) serving as volunteer coaches and ambassadors.

In its sixth year, the Arthur M. Blank Family Foundation funded the Westside Falcons Flag Football League. During both the spring and fall, youth from the Westside of Atlanta were able to play flag football at no cost. Both seasons included associates from across the Blank Family of Businesses (BFOB) serving as volunteer coaches and ambassadors.

WESTSIDE FALCONS NATIONAL SEND-OFF

The Atlanta Falcons selected a team from the Westside Falcons to participate in the 2021 NFL FLAG National Tournament held in Tampa, Florida. The team representing the Westside Falcons consisted of all-star players from various clubs within the league. To celebrate the team and wish them luck, the Atlanta Falcons hosted their final practice at The Home Depot Backyard. At the end of the practice, associates from the Blank Family of Businesses (BFOB) that coached during the fall season surprised the team with swag bags and snacks for their trip.

WESTSIDE FALCONS JAMBOREE

To close out the 2021 season, the Atlanta Falcons hosted the Westside Falcons at Booker T. Washington High School for a jamboree. The jamboree consisted of multiple games between teams and concluded with the coaches scrimmaging their players. At the end of the jamboree, players were given Westside Falcons shirts and a meal courtesy of Zaxby’s.

WESTSIDE FALCONS NFL OPEN AND REGIONAL TOURNAMENTS

The Westside Falcons competed in NFL FLAG’s Open and Regional Tournaments held in Marietta, Georgia and New Orleans, Louisiana, respectively. For winning their division, the Westside Falcons traveled to Las Vegas, Nevada to compete in the 2022 NFL FLAG National Tournament held at the Pro Bowl.
In its second year, the Livingston Falcons Flag Football League served youth grades 3rd through 6th from the Livingston, Montana community. All participants were able to play flag football at no cost. To kick off the season, the Atlanta Falcons hosted a jamboree with Atlanta Falcons Legends and members of the Park High School varsity football team.

LIVINGSTON FALCONS FLAG FOOTBALL LEAGUE

 Throughout the 2021 high school boys tackle and girls flag football seasons, the Atlanta Falcons, along with FOX 5, hosted four High School Game of the Week programs around Georgia. Atlanta Falcons supported the program with Atlanta Falcons Legends, Atlanta Falcons Cheerleaders and Freddie Falcon.

MOMS FOOTBALL ACADEMY PRESENTED BY ROCKLYN HOMES

The Atlanta Falcons partnered with BackJoy Homes to host four Moms Football Academies across the state of Georgia. This program teaches women about player safety and development and ends the night with on-field drills under the lights with Atlanta Falcons Legends.

Locations:
- The Home Depot Backyard (Youth Football) – Atlanta, GA
- The Home Depot Backyard (High School Football) – Atlanta, GA
- Apalachee High School – Winder, GA
- Mercedes-Benz Stadium – Atlanta, GA

ATLANTA FALCONS HIGH SCHOOL CLOSED PRACTICE

The Atlanta Falcons hosted 13 Georgia high school boys tackle and girls flag football teams to watch an exclusive Atlanta Falcons walkthrough practice at Turner Field in the heart of Atlanta. Upon conclusion of the walkthrough, two members from each school participated in an on-field skills and drills competition led by RCX Sports.

ATLANTA FALCONS HIGH SCHOOL GAME OF THE WEEK
Modelled after the Walter Payton NFL Man of the Year Award, the Atlanta Falcons High School Man of the Year presented by Georgia Power is a season-long program that honors a high school boys tackle football player at each Atlanta Falcons home game who exemplifies leadership, community service and teamwork, with one overall winner being named in spring of 2022.

The Atlanta Falcons Coach of the Week program recognized 10 high school boys tackle and girls flag football head coaches throughout the Georgia high school football regular seasons. Each winning coach received a $1,000 grant for their football program and recognition at an Atlanta Falcons game.

- Week 1: Craig Coleman, Luella High School
- Week 2: Rich Fendley, Bowdon High School
- Week 3: William Faller, Decatur High School
- Week 4: Wesley Turney, Stephens County High School
- Week 5: Marquis Westbrook, Warner Robins High School
- Week 6: Maurice Dixon, Creekside High School
- Week 7: Zach Corcoran, St. Anne-Pacelli Catholic School
- Week 8: Leroy Hood, Pebblebrook High School
- Week 9: Rodney Hackney, Riverdale High School
- Week 10: Tim Barron, Villa Rica High School

The Atlanta Falcons invited youth football leaders from Georgia and Alabama to a Youth Football State Forum virtual series that focused on improving the game at the grassroots level. Every Tuesday in March, leaders from across Georgia and Alabama joined the Atlanta Falcons, NFL, USA Football and NFL FLAG to network, hear from notable speakers and discuss best practices.

The Atlanta Falcons and Emory Healthcare hosted 30 youth and high school football and cheerleading teams from The Home Depot Backyard to have their individual and team photographs professionally taken at no cost.

The Atlanta Falcons hosted the annual High School Coaches Huddle virtually for Georgia and Alabama boys tackle and girls flag football coaches. The attending coaches were able to hear from Head Coach, Arthur Smith; Atlanta Falcons General Manager, Terry Fontenot; members of the Atlanta Falcons coaching staff; Atlanta Falcons Legends and members of various Georgia college coaching staffs.

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WELCOME TO ATLANTA HEAD COACH AND GENERAL MANAGER EVENT

As a welcome to Atlanta, the Atlanta Falcons hosted a live panel with Atlanta Falcons Head Coach, Arthur Smith; Atlanta Falcons General Manager, Terry Fontenot and Georgia high school boys tackle and girls flag football coaches. The one-hour virtual event gave high school football coaches an exclusive opportunity to meet and converse with the new head coach and general manager. Every high school football program that tuned in was gifted a grant from the Atlanta Falcons.

MERRY MCKAY CHRISTMAS

To give back during the holiday season, Atlanta Falcons President and CEO, Rich McKay and his wife, Terri McKay, surprised 17 deserving high school football players with a Christmas to remember at the Detroit Lions vs. Atlanta Falcons home game. The high school football players were surprised with a decorated suite, gifts, apparel, food, beverages and more!

Participating Schools:
- Benjamin Banneker High School
- Chamblee High School
- Flowery Branch High School
- Newnan High School
GIRLS FLAG FOOTBALL
NAIA WOMEN’S FLAG FOOTBALL FINALS

In partnership with RCX Sports, the Atlanta Falcons hosted the first-ever National Association of Intercollegiate Athletics (NAIA) Women’s Flag Football Finals Tournament. Ten collegiate women’s flag football teams traveled to Atlanta to compete for a championship title. The tournament was spread across four days, with bracket play and the championship held at Mercedes-Benz Stadium.

NAIA HIGH SCHOOL GIRLS FLAG FOOTBALL SHOWCASE

As part of the National Association of Intercollegiate Athletics (NAIA) weekend, the Atlanta Falcons partnered with RCX Sports to host a free Girls Flag Football Showcase. This event allowed nearly 100 high school girls flag football players to showcase their skills in front of collegiate level women’s flag football coaches. Over 40 scholarships and invitations to play at the next level were given on-site.

MONTANA GIRLS HIGH SCHOOL FLAG FOOTBALL CLINICS

The Atlanta Falcons hosted two high school girls flag football clinics in Missoula and Bozeman, Montana. These free clinics welcomed women ages 13-18 to participate in a free flag football clinic where they learned flag football fundamentals and drills from Atlanta Falcons Legends and NFL FLAG.
**GEORGIA HIGH SCHOOL GIRLS FLAG FOOTBALL GRANTS**

The Atlanta Falcons and Arthur M. Blank Family Foundation provided 31 high schools across the state of Georgia with a grant to field a girls flag football team. Schools that received funding:

- Americus-Sumter High School
- Benjamin Boswell High School
- Brunswick High School
- Callaway High School
- Central High School
- Claxton High School
- Columbia High School
- D.W. Therrell High School
- Green Hill High School
- Glynn Academy
- Greene County High School
- Langston Hughes High School
- Loganville High School
- McIntosh County Academy
- Miller Grove High School
- New Hampstead High School
- Northdale High School
- Osborne High School
- Peach County High School
- Perry High School
- Redan High School
- Savannah Arts Academy
- Savannah Country Day School
- South Atlanta High School
- South Cobb High School
- South Effingham High School
- Southeast Bulloch High School
- St. Vincent’s Academy
- Swainsboro High School
- Wheeler County High School

**ALABAMA GIRLS FLAG FOOTBALL STATE CHAMPIONSHIP**

The Atlanta Falcons provided gameday support for the first-ever Alabama High School Athletics Association (AHSAA) Girls Flag Football State Championship as a part of their ongoing efforts to grow the game of girls flag football. In 2021, the Atlanta Falcons provided funding for the AHSAA to pilot girls flag football in over 45 high schools for the fall season. At the Championship, teams were given Atlanta Falcons swag bags and “Trailblazers” t-shirts. The winning team received Alabama Girls Flag Football State Champs shirts and medals.

**GEORGIA FLAG FOOTBALL SEMI-FINALS FUELED BY GATORADE**

The Atlanta Falcons hosted the Georgia High School Association (GHSA) Girls Flag Football Semi-Finals at The Home Depot Backyard. Twelve high school girls flag football teams across three divisions competed for a chance to continue to the state championship. All participating teams were given swag provided by the Atlanta Falcons and Gatorade. Finalists were presented with medals signifying their accomplishment of making it to the state championship.
COMMUNITY PROGRAMS
Following a tragic fire, Taeden Johnson lost his home and three family members. To lift his spirits, the Atlanta Falcons surprised Taeden in his hometown of Athens, Georgia with a gaming chair, desk, Microsoft Surface and a visit from Freddie Falcon.

Taeden was surprised by Atlanta Falcons Defensive Lineman, Grady Jarrett with tickets to Super Bowl LV in Tampa Bay, Florida where he met Atlanta Falcons Owner and Chairman, Arthur M. Blank; Atlanta Falcons President and CEO, Rich McKay; Atlanta Falcons Head Coach, Arthur Smith and Atlanta Falcons General Manager, Terry Fontenot.

After a devastating tornado hit the town of Newnan, Georgia, the Atlanta Falcons mobilized associates, Atlanta Falcons Cheerleaders and Atlanta Falcons Legends, Harry Douglas, Kynan Forney and Jerious Norwood to participate in relief efforts. Hot meals from the Mercedes-Benz Stadium food truck were provided to Newnan residents that were left without power and resources.

Taeden Johnson Visit and Super Bowl Surprise

NEWNAN TORNADO RELIEF

NEWNAN HIGH SCHOOL GRANT ANNOUNCEMENT

Atlanta Falcons Quarterback, Matt Ryan, surprised the Newnan High School football team with a $25,000 grant from the Arthur M. Blank Family Foundation and Atlanta Falcons to repair their school and football facilities.

Tackle Reading Across America Day

Atlanta Falcons Fullback, Keith Smith, virtually read to students at Tuskegee Airmen Global Academy to promote literacy during Tackle Reading Across America Day.
NURSE APPRECIATION DAY PRESENTED BY ORANGETHEORY FITNESS

The Atlanta Falcons partnered with Orangetheory Fitness to treat over 450 nurses from Children’s Healthcare of Atlanta with giveaways, meals from the Mercedes-Benz Stadium food truck, appearances from Atlanta Falcons Legends, Atlanta Falcons Cheerleaders and Freddie Falcon in honor of Nurse Appreciation Day.

DIRTY BIRDS PEP RALLY PRESENTED BY TRUIST

The Atlanta Falcons kicked off the 2021 season at Atlantic Station with a Dirty Birds Pep Rally presented by Truist. Fans were joined by special guests for a night of celebration. Special guests included:

• Atlanta Falcons Head Coach, Arthur Smith
• Atlanta Falcons General Manager, Terry Fontenot
• Atlanta Falcons Running Back, Mike Davis
• Atlanta Falcons Kicker, Younghoe Koo
• Atlanta Falcons Wide Receiver, Calvin Ridley
• Atlanta Falcons Legends, Harry Douglas
• Atlanta Falcons Legends, Michael Vick
• Atlanta Falcons Legends, Jerious Norwood
• Atlanta Falcons Legends, DJ Shockley

ROOKIE CLUB DINNER PRESENTED BY MERCEDES-BENZ

The Atlanta Falcons Rookie Club dinner presented by Mercedes-Benz kicked off with an introduction to serving the community at the annual Rookie Club Dinner. Special guests provided remarks on the unique opportunities NFL players have to give back to the community. Special guests included:

• Atlanta Falcons Owner and Chairman, Arthur M. Blank
• Atlanta Falcons Running Back, Mike Davis
• Atlanta Falcons Legend, Larry Douglas
• Atlanta Falcons Legend, Ryan Tanney
• Atlanta Falcons Legend, Mike Haynes
• Atlanta Falcons Legend, Jerious Norwood
• Atlanta Falcons Legend, DJ Shockley

COMMUNITY HONORS SHOW PRESENTED BY GEORGIA POWER

The 12th annual Community Honors Show, presented by Georgia Power, celebrated the outstanding work of the Atlanta Falcons in the community throughout the year. Hosted by NFL Network Reporter, Steve Wyche, the show included a Q&A with Atlanta Falcons President and CEO, Rich McKay, a Q&A with Atlanta Falcons General Manager, Terry Fontenot, remarks from the 2021 Atlanta Falcons Walter Payton NFL Man of the Year nominee, Running Back, Mike Davis and remarks from Georgia Power Foundation & Charitable Giving Vice President, Mike Anderson.

HOMETOWN HUDDLE PRESENTED BY CIGNA

For the 13th annual Hometown Huddle, presented by Cigna, the Atlanta Falcons offense, defense and special teams participated in a beautification project at Maddox Park on the Westside of Atlanta where they mulched, planted flowers and painted the park’s sign.

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PLAYER OUTREACH
DEMOCRACY PEP RALLY

Atlanta Falcons Linebacker, Steven Means, joined juniors and seniors from Atlanta Public Schools to celebrate their successes at the inaugural Democracy Class Atlanta Pep Rally at The Home Depot Backyard. Throughout 2020, the Atlanta Falcons supported and inspired high school students by educating them on the importance of remaining active in local elections. Steven addressed the audience to thank them for their dedication to civic education, participation and leadership.

SOCIAL JUSTICE VIRTUAL READINGS

Atlanta Falcons players virtually dropped into Atlanta schools and programs to read to students. Atlanta Falcons players read stories centered around social justice to further instill the message of empowering, educating and giving back to youth.

- Atlanta Falcons Running Back, Mike Davis – John Lewis Invictus Academy
- Atlanta Falcons Long Snapper, Josh Harris – John Lewis Invictus Academy
- Atlanta Falcons Linebacker, Foye Oluokun – Westside Falcons Flag Football League
- Atlanta Falcons Linebacker, Mykal Walker – Westside Falcons Flag Football League
- Atlanta Falcons Linebacker, Evan Gleeson – Westside Falcons Flag Football League
Throughout the 2021 season, various Atlanta Falcons players donated tickets to local organizations and non-profits through the Rise Up & Share Ticket Program. For each Atlanta Falcons home game, different organizations were welcomed to Mercedes-Benz Stadium to cheer on the Atlanta Falcons.

- Atlanta Falcons Running Back, Mike Davis – #28’s Quad Squad
- Atlanta Falcons Defensive Lineman, Grady Jarrett – The Grady Bunch
- Atlanta Falcons Guard, Chris Lindstrom – Chris’ Company
- Atlanta Falcons Quarterback, Matt Ryan – 2’s Crew

MIKE DAVIS YOUTH FOOTBALL CAMP
Atlanta Falcons Running Back, Mike Davis, hosted a free youth football camp at Frederick Douglass High School. Over 200 youth attended Mike’s camp where they learned football skills, drills and fundamentals.

MIKE DAVIS BACK-TO-SCHOOL SHOPPING EVENT
Atlanta Falcons Running Back, Mike Davis, hosted a back-to-school shopping event for over 30 youth from Atlanta YMCAs. Students were gifted backpacks, pencils and binders to prepare them for the upcoming school year.
In spring of 2021, Mike Davis returned home to Georgia to play for the Atlanta Falcons. Mike hit the ground running and quickly began serving the community he knew from his childhood.

Mike’s passions begin with pouring into the youth of the Atlanta community. He knows that children are our hope for the future.

Through his foundation, The Mike Davis Foundation of Hope, Mike hosted a free, youth football camp for over 200 youth on the Westside of Atlanta. Mike recently described the feeling of being in a position to give back in his own neighborhood by saying, “It has been a great feeling this whole time – ever since the [Atlanta] Falcons signed me, especially with the way the community embraced me and how much I am able to give back to the community. I just want to say thank you to everybody. I am grateful and I cannot wait to do more.”

Mike was drafted into the NFL family in 2015. He spent time with the San Francisco 49ers, Seattle Seahawks, Chicago Bears and the Carolina Panthers before returning home to Atlanta with the Falcons. Even through his team moves, Mike knew that at his core, he wanted to give back.

At the inception of The Mike Davis Foundation in 2018, his main goal was to serve families in single-parent households. Mike soon realized his reach could be far greater than that.

Today, his foundation supports college scholarships, free football camps, back-to-school shopping events, Thanksgiving events and more. Mike says, “I try to help with anything in the community to show them that we have their back. As long as they know that they have someone with them, that is all they need.”

Resilience is a quality that can be ascribed to Mike both on and off the field. For that, he is the Atlanta Falcons 2021 Walter Payton NFL Man of the Year!
In the spirit of providing around the holidays, Atlanta Falcons Defensive End, John Cominsky; Atlanta Falcons Linebacker, Brandon Copeland and Atlanta Falcons Running Back, Mike Davis donated funds through Beyond the Basics, Inc. to buy out registers at a Publix store. The Atlanta Falcons players provided free groceries for customers as they completed their holiday shopping.

Atlanta Falcons players provided dinner for two Atlanta Mission shelter locations. Atlanta Falcons Punter, Dustin Colquitt; Atlanta Falcons Long Snapper, Josh Harris and Atlanta Falcons Kicker, Younghoe Koo, provided Thanksgiving dinner at My Sister’s House, a homeless shelter for women and children. Atlanta Falcons Defensive Lineman, Grady Jarrett; provided a Thanksgiving dinner at The Shepherd’s Inn, a homeless shelter for men.

Atlanta Falcons Running Back, Mike Davis; Atlanta Falcons Linebacker, Emmanuel Ellerbee; Atlanta Falcons Center, Matt Hennessy; Atlanta Falcons Guard, Chris Lindstrom and Atlanta Falcons Tackle, Jake Matthews, assisted volunteers in distributing a free Thanksgiving meal for families to take home and cook for the holiday.

FALCONS FEAST PRESENTED BY PUBLIX
With funding provided by Atlanta Falcons players and support from Publix, nearly 800 deserving families on the Westside of Atlanta were fed a Thanksgiving meal. Atlanta Falcons Running Back, Mike Davis; Atlanta Falcons Linebacker, Emmanuel Ellerbee; Atlanta Falcons Center, Matt Hennessy; Atlanta Falcons Guard, Chris Lindstrom and Atlanta Falcons Tackle, Jake Matthews, assisted volunteers in distributing a free Thanksgiving meal for families to take home and cook for the holiday.

ATLANTA FALCONS HOLIDAY SURPRISE
During the holiday season, Atlanta Falcons players partnered with Beyond the Basics, Inc. to give back to underprivileged youth from local Atlanta schools and non-profits. Linebackers, Brandon Copeland and Emmanuel Ellerbee and Fullback, Keith Smith surprised over 150 youth and young adults with a holiday shopping spree.

ATLANTA FALCONS CHRISTMAS SURPRISE
Atlanta Falcons Walter Payton NFL Man of the Year nominee, Mike Davis, donated gifts to eight Atlanta families through CHRIS 180 for the holiday season. Davis, along with his family, surprised the families with wrapped presents and gift cards to give each of them a holiday to remember.

MIKE DAVIS CHRISTMAS SURPRISE
Atlanta Falcons Walter Payton NFL Man of the Year nominee, Mike Davis, donated gifts to eight Atlanta families through CHRIS 180 for the holiday season. Davis, along with his family, surprised the families with wrapped presents and gift cards to give each of them a holiday to remember.

Falcons Feast
Presented by Publix

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Freddie Falcon participated in over 140 community appearances including school shows, Freddie-Grams visits and various events throughout the year. Through the Freddie-Grams program, Freddie surprised more than 150 Atlanta Falcons Season Ticket Members and fans during a variety of holidays throughout the year.

“WE’RE ALL DIRTY BIRDS” SCHOOL SHOWS

As a part of Falcons Fridays, Freddie Falcon hosted “We’re All Dirty Birds” School Shows for elementary schools across Georgia. In 2021, the school shows were a mix of fully virtual and hybrid format.

- Anderson Elementary (Clayton County)
- Barack and Michelle Obama Academy (Atlanta Public Schools)
- Beecher Hills Elementary (Atlanta Public Schools)
- Benno Elementary (Atlanta Public Schools)
- Concord Elementary (Atlanta Public Schools)
- Decatur Elementary School of the Arts (DeKalb County)
- Duncan Creek Elementary (Gwinnett County)
- East Clayton Elementary (Clayton County)
- E. L. Basin Elementary (DeKalb County)
- Free Home Elementary (Cherokee County)
- Harper Elementary (Clayton County)
- Jackson Elementary (Gwinnett County)
- Kelly Lake Elementary (DeKalb County)
- Kemp Elementary (Clayton County)
- Kilpatrick Elementary (Clayton County)
- Knox Elementary (Cherokee County)
- Lake Forest Elementary (Fulton County)
- Love T. Nixon Elementary (Fulton County)
- New Prospect Elementary (Fulton County)
- Partee Elementary (Gwinnett County)
- Oak Grove Elementary (Cherokee County)
- Oakesy Elementary (Fulton County)
- Riverdale Elementary (Clayton County)
- Stoneview Elementary (DeKalb County)
- Winn Holt Elementary (Gwinnett County)
HOLIDAY FREDDIE-GRAMS
PRESENTED BY COCA-COLA AND PUBLIX

For select holidays throughout the year, Season Ticket Members were offered an opportunity to nominate someone special to receive a socially distanced surprise home delivery from Freddie Falcon. Freddie and the Atlanta Falcons provided recipients gifts including Atlanta Falcons swag, gift cards and more.

- Valentine's Day: 25 Season Ticket Members
- Mother's Day: 25 Season Ticket Members
- Father's Day: 25 Season Ticket Members
- 9/11 Season Kickoff: 20 Firefighters
- Veteran's Day: 25 Veterans

FREDDIE FALCON ‘SPOKESBIRD’
PRESENTED BY P&G

Freddie Falcon partnered with P&G to promote Publix weekly specials of P&G products on social media throughout the season. As a part of the partnership, Freddie hosted monthly parties to donate P&G products at Children’s Healthcare of Atlanta. Patients received giveaway bags, played games and made crafts with Freddie and four P&G donation baskets were raffled. Party themes included:

- Season Kickoff
- Halloween
- Giving Thanks
- Winter Wonderland
RISE UP ROAD TRIP PRESENTED GEORGIA POWER

Freddie Falcon surprised 30 Season Ticket Members and 10 Georgia Power Lineman across Georgia with a socially distanced home or work visit. This brand-new program targeted fans in cities outside of Atlanta, including areas such as Augusta, Columbus, Macon and Valdosta. The recipients received Atlanta Falcons and Georgia Power swag, gift cards and more. The Georgia Power Lineman also received special custom Atlanta Falcons jerseys.

SUPER BOWL BLITZ PRESENTED MERCEDES-BENZ

Freddie Falcon surprised 26 Season Ticket Members to celebrate Super Bowl LV with a surprise homegating experience. The recipients received tailgate food, Atlanta Falcons branded swag and gift cards to kick off Super Bowl weekend.
In addition to cheering on the Atlanta Falcons at Mercedes-Benz Stadium, the Atlanta Falcons Cheerleaders participated in over 125 community events throughout the year. In 2021, the squad welcomed 10 female rookies and one male rookie.

Due to the COVID-19 pandemic, Atlanta Falcons Cheerleaders hosted a hybrid virtual and in-person audition process, including virtual preliminary and semi-finals auditions and in-person final auditions. Orangetheory Fitness hosted a fitness bootcamp at final auditions. Over 217 performers auditioned from 31 states, in addition to Guam, Japan, Puerto Rico and Mexico.
The Atlanta Falcons Cheerleaders hosted a series of virtual and in-person dance prep classes leading up to auditions. Cheerleaders interested in auditioning for the upcoming season were taught NFL dance styles and choreography.

ATLANTA FALCONS CHEERLEADERS CAPTAINS
- Krista R.
- Brianna B.
- Priscilla W.
- Shanise L.
- KeAsiah M.

Director of Cheerleading: Chato Hendrix
Choreographer: Jakene Ashford
TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS) GAMEDAY EXPERIENCE

Each home game, the Atlanta Falcons invited a family from Tragedy Assistance Program for Survivors (TAPS) to honor their Fallen Hero. Families were treated to a custom jersey with their Fallen Hero’s name and had the opportunity to meet the NFL’s 2020 Salute to Service Award recipient and AMB Sports and Entertainment CEO, Steve Cannon.
IN-STADIUM
Throughout each Atlanta Falcons home game, Freddie Falcon and Atlanta Falcons Cheerleaders were located on the field and at The Overlook or Section 119 to perform for broadcast content and appearances.

OUT OF STADIUM
With the help of Freddie Falcon, the Atlanta Falcons and Publix teamed up to surprise 10 Season Ticket Members every away gameday throughout the 2021 season. Season Ticket Members received a homegating experience that included a catered gameday meal from Publix and Atlanta Falcons branded items.

HONORARY CAPTAIN
At multiple home games in the 2021 season, the Atlanta Falcons invited various deserving members of the community to serve as Honorary Captain.

- Derrick Avery – 2020 Don Shula NFL High School Coach of the Year
- Robert Reynolds Jr. – Youth Football Player and Heart Transplant Patient
- Lt. Colonel James Williams – Retired United States Air Force P.O.W.
- Odell Davis Jr. – Children’s Healthcare of Atlanta Sickle Cell Patient
- Taeden Johnson – Atlanta Falcons Fan and Recent Tragedy Survivor
- King Walker – Member of Atlanta Youth Civic Advisory Council for Democracy Class Atlanta