



ATLANTA FALCONS IN THE COMMUNITY 2022 RECAP



ATLANTA FALCONS IN THE COMMUNITY
2022 RECAP

CONTENTS

- 1** YOUTH + HIGH SCHOOL FOOTBALL
- 15** GIRLS FLAG FOOTBALL
- 25** MILITARY OUTREACH
- 33** COMMUNITY PROGRAMS
- 43** PLAYER OUTREACH
- 53** LEGENDS
- 57** FREDDIE FALCON
- 61** ATLANTA FALCONS CHEERLEADERS
- 65** TRAINING CAMP
- 67** GAMEDAY



YOUTH +
HIGH SCHOOL
FOOTBALL

CONTINUING TO GROW
THE GAME OF FOOTBALL AT
THE GRASSROOTS LEVEL

A graphic featuring a dark gray rectangular box with a thin white border, tilted slightly to the right. The box contains the text 'PLAYER OUTREACH' in a white, hand-drawn, sans-serif font. Behind the box are two torn paper shapes: a red one on the left and a gray one with a white polka-dot pattern on the right.

PLAYER OUTREACH

CREATING IMPACTFUL CHANGE
AND SOCIAL REFORM IN
THE COMMUNITY

A graphic featuring a dark gray rectangular box with a thin white border, tilted slightly to the right. The box contains the text 'MILITARY OUTREACH' in a white, hand-drawn, sans-serif font. Behind the box is a torn paper shape with a gray digital camouflage pattern.

MILITARY OUTREACH

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



YOUTH + HIGH SCHOOL FOOTBALL



WESTSIDE FALCONS NFL FLAG NATIONAL TOURNAMENT

The Atlanta Falcons selected a team from the Westside Falcons Flag Football League to participate in the NFL FLAG National Tournament held at the Pro Bowl in Las Vegas. The Westside Falcons is a non-profit flag football league funded by the Arthur M. Blank Family Foundation and allows youth from the westside of Atlanta to play flag football at no cost.



HIGH SCHOOL FOOTBALL AWARDS SHOW

PRESENTED BY EMORY

The Atlanta Falcons hosted a high school football award show to honor various youth and high school football players, coaches, volunteers and more. This inaugural award show was the first of its kind for the Atlanta Falcons and was modeled similar to the ESPYS (Excellence in Sports Performance Yearly). The show highlighted both boys tackle and girls flag football at the high school level. All honorees were nominated due to their leadership and efforts of impacting their communities both on and off the field.



NFL FLAG-IN-SCHOOLS TRAINING

Elementary and middle school Physical Education teachers from Atlanta Public Schools were invited to Mercedes-Benz Stadium for a free NFL FLAG-In-Schools training. This training taught teachers how to implement flag football in their curriculum. Each school was provided a flag football kit courtesy of the Atlanta Falcons.

HIGH SCHOOL COACHES HUDDLE

The Atlanta Falcons 2022 High School Coaches Huddle brought together high school football coaches throughout the states of Georgia, Florida and Alabama for a one-day coaching clinic. During the Huddle, coaches heard from notable speakers including Atlanta Falcons Head Coach Arthur Smith, Atlanta Falcons General Manager Terry Fontenot, NCAA representatives and more. Coaches also had the opportunity to watch a private OTA practice and participate in multiple breakout sessions.



THE ATLANTA FALCONS AND MONTANA

The Atlanta Falcons are committed to giving back and impacting the state of Montana. After purchasing land, property and ranches in the state, Atlanta Falcons Owner and Chairman, Arthur M. Blank, made a promise to serve Montana the same as Georgia and Alabama. Since then, the Atlanta Falcons have brought their philanthropic efforts, through youth and high school football programs, out west.



LIVINGSTON FALCONS FLAG FOOTBALL JAMBOREE

The Atlanta Falcons hosted a free flag football clinic and jamboree for youth of the Livingston Falcons Flag Football League in Livingston, Montana. The clinic was led by Atlanta Falcons Legends and featured a parent information session. The Livingston Falcons Flag Football League is a free flag football league for youth ages 7-13 in Park County funded by the Arthur M. Blank Family Foundation and AMB West.



LIVINGSTON FALCONS FLAG FOOTBALL SEASON

In its third year, the Arthur M. Blank Family Foundation and AMB West funded the Livingston Falcons Flag Football League. The league serviced over 100 youth from the Park County area and allowed them to play at no cost. The Livingston Falcons were created as a feeder program to Park High School whose football team had to forfeit their 2019 season due to low participation numbers.

NFL FLAG-IN-SCHOOLS TRAINING – MONTANA

In an effort to build and grow the game of flag football in Montana, the Atlanta Falcons hosted over 30 elementary and middle school physical education teachers to a free flag football training in Missoula, Montana. This training taught teachers how to implement flag football in their curriculum. Each school was provided a flag football kit courtesy of the Atlanta Falcons.





WESTSIDE FALCONS ASSOCIATE COACHING CLINIC

In preparation for the fall season, the Atlanta Falcons hosted a coaching clinic for volunteers associate coaches from the Blank Family of Businesses. Coaches were taught flag football fundamentals, formations and practice plans. The clinic ended with a flag football scrimmage between the associates.

WESTSIDE FALCONS FLAG FOOTBALL SEASON

In its seventh 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 provided the opportunity to play flag football at no cost. The fall season included associates from across the Blank Family of Businesses serving as volunteer coaches and ambassadors.



YOUTH FOOTBALL PRESEASON GAMEDAY TICKETS

In celebration of Play Football month, the Atlanta Falcons awarded multiple youth tackle and flag football leagues, as well as organizations from across Georgia and Alabama with complimentary tickets to the Jacksonville Jaguars vs. Atlanta Falcons pre-season game.



WESTSIDE FALCONS FALL SEASON CHAMPIONSHIP

The Westside Falcons Flag Football League hosted its season ending championship games at the Home Depot Backyard. Throughout the five divisional games, athletes and coaches were treated to food trucks, music and Atlanta Falcons gear.



NFL FLAG REGIONAL TOURNAMENT

The Atlanta Falcons sponsored multiple teams from the Westside Falcons to compete in the NFL FLAG Regional Tournament held in Birmingham, Alabama. Both teams advanced to the playoffs with the Westside Falcons 12U team clinching a bid to the National Tournament held during the 2023 Pro Bowl in Las Vegas.

ATLANTA FALCONS AND EMORY HEALTHCARE ATHLETIC TRAINING EQUIPMENT GRANTS

The Atlanta Falcons partnered with Emory Healthcare to gift 43 Georgia high schools with valuable athletic training supplies such as automatic electronic defibrillators (AED), ice machines, wet globe bulb and general medical supplies. This initiative aims to provide necessary athletic training resources, supplies and equipment to high schools across the state of Georgia.

Appling County High School
Archer High School
Bacon County High School
Bainbridge High School
Banneker High School
Bradwell Institute
Brantley County High School
Bryan County High School
Central Elementary/High School
Dade County High School
Decatur High School
Etowah High School
Frederick Douglass High School
Glynn Academy
Grovetown High School
Hardaway High School
Hawkinsville High School
Heritage High School
Jonesboro High School
Lincoln County High School
Macon County High School
McDonough High School

Mundy's Mills High School
New Manchester High School
North Forsyth High School
Northgate High School
Northside High School
Pebblebrook High School
Pike County High School
Putnam County High School
Robert Toombs Christian Academy
Rockdale County High School
South Cobb High School
St. Vincent's Academy
Stewart County High School
Strong Rock Christian School
Telfair County High School
Towns County High School
Tucker High School
Ware County High School
West Hall High School
Wheeler County High School
Wilkinson County High School





SALUTE TO SERVICE YOUTH FOOTBALL CAMP

PRESENTED BY ZAXBY'S

The Atlanta Falcons hosted a free youth football camp for youth of Fort Benning in Columbus, Georgia. The camp was held on base and had over 280 participants from the installation. Atlanta Falcons Legends and active-duty military served as coaches.



COACH OF THE WEEK

PRESENTED BY THE ATLANTA JOURNAL-CONSTITUTION

The Atlanta Falcons Coach of the Week program recognized 10 head football coaches throughout the Georgia high school football regular season. Each winning coach received a grant for their football program and recognition at an Atlanta Falcons home game.

Winners:

Week 1: Kadale Jenkins, Jordan Vocational High School

Week 2: Lee Chomskis, Lincoln County High School

Week 3: Bruce Lane, Bethlehem Christian Academy

Week 4: Larry Harold, Central Gwinnett High School

Week 5: Jason Roquemore, Towns County High School

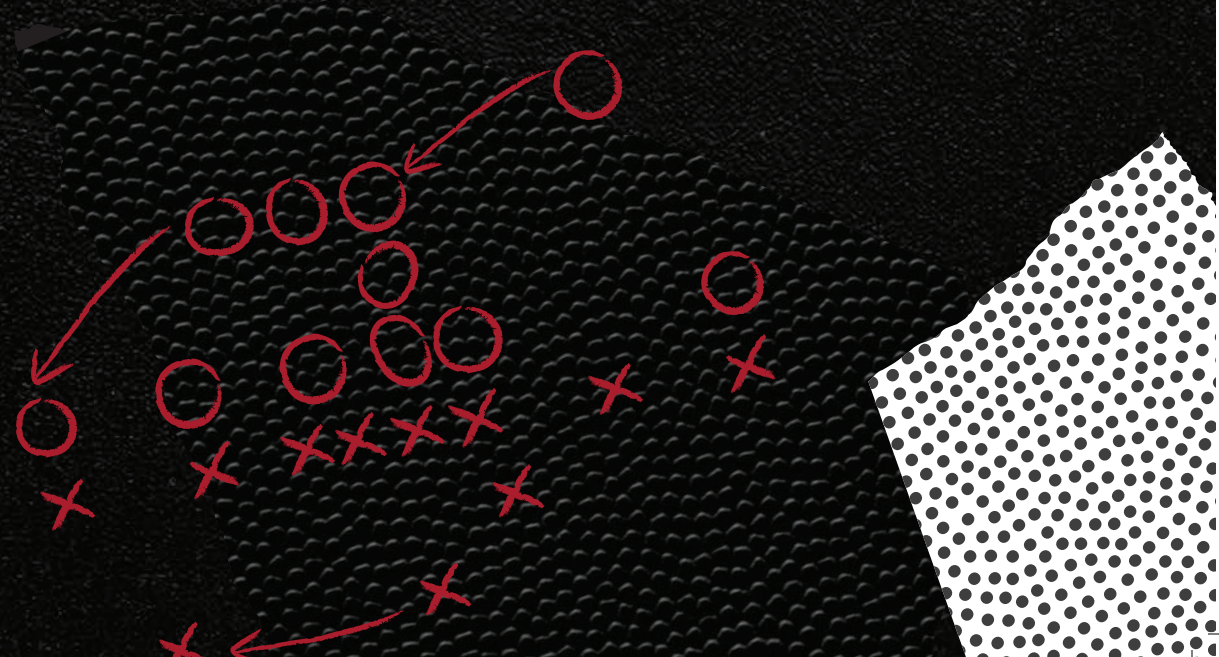
Week 6: Mark Kessler, Glacier High School

Week 7: Kendra Pleasants, Lithia Springs High School

Week 8: Emily Hoza, Roswell High School

Week 9: Matthew Hazel, D.M. Therrell High School

Week 10: Randy Grace, Windsor Academy



HIGH SCHOOL MAN OF THE YEAR

PRESENTED BY GEORGIA POWER

Modeled 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 high school boys tackle football players who exemplify leadership, community service and teamwork. Finalists were selected by their head coach and were each honored at an Atlanta Falcons home game.

Finalists:

Jacob Benjamin – Cherokee Bluff High School

Seth Gillis – Towns County High School

Jacob Lindsey – Camden County High School

Khyair Spain – Parkview High School

Larry Wallace – KIPP Collegiate Atlanta High School



JACOB BENJAMIN



KHYAIR SPAIN



JACOB LINDSEY

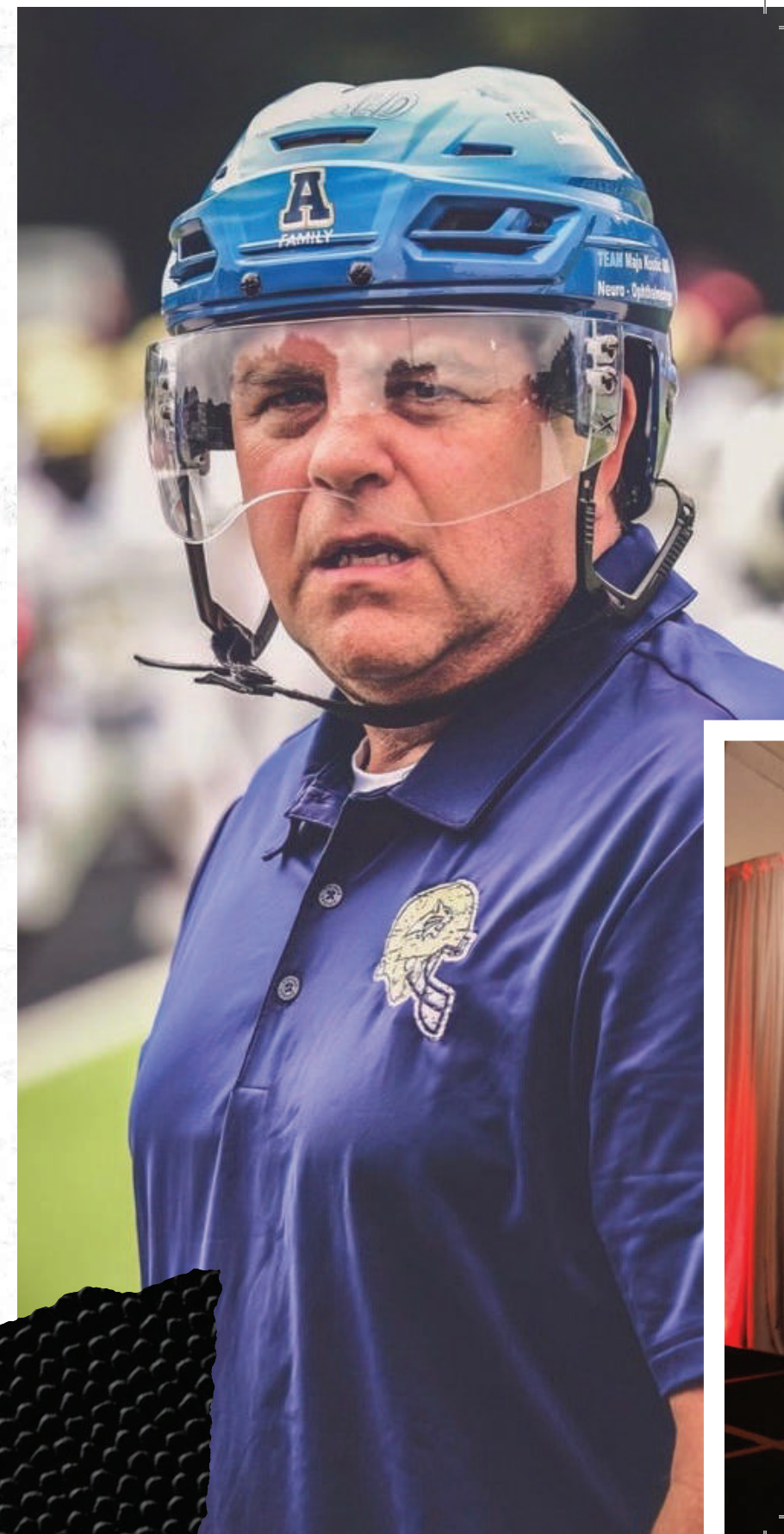
HIGH SCHOOL COACH OF THE YEAR

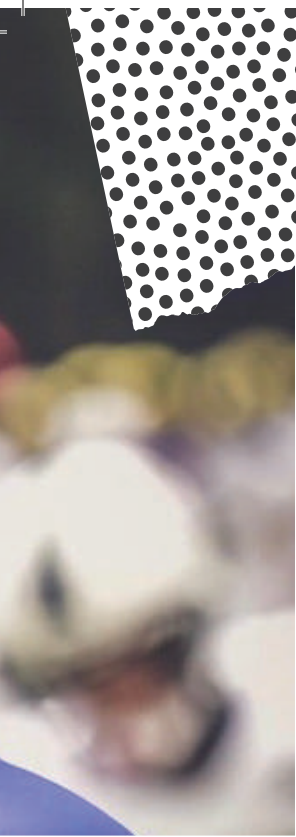
Tony Lotti has a calling. The Apalachee High School head coach wants to be a significant member of his family, his team and his community. During his battle with a brain tumor in the summer of 2022, his purpose provided him with a North Star and helped him return to the sidelines after multiple procedures.

Coach Lotti began his journey as a head coach in 2012, when he took over the program at West Hall High School. In its 24-year history prior to Coach Lotti's arrival, West Hall had four postseason trips on its resume and just one playoff win. In his second season, Coach Lotti led West Hall to a 6-5 record and a trip to the postseason. In Year 3, the West Hall Spartans won the first region title in school history. Coach Lotti oversaw five-straight playoff appearances and the program's second-ever postseason victory while earning multiple coaching awards and accolades. After six years with West Hall, Coach Lotti took the head coaching position with Apalachee High School. Lotti didn't have immediate success with the Apalachee program, but his perseverance helped the school win five of its last six games to reach the postseason in 2021, ending a 12-year drought. For his efforts, he was named the region 8-A-A-A-A-A Coach of the Year. Unfortunately, that season his headaches started. Coach Lotti suffered from headaches and significant fatigue towards the end of the school's playoff season and his doctors confirmed that he had a brain tumor. In late April, just as spring football practice was beginning, and less than two weeks after his initial diagnosis, Lotti was taken to the UNC medical center for surgery. "I told the kids I loved them and what was going on," he explained. "I said, 'Look, I'm not going to be here the rest of Spring and the Summer, I've got to go take care of some things. I want you to know I'm thinking about you and, obviously, I want to be here.'" He had a follow-up appointment five days after the surgery, but it didn't take him that long to realize things still weren't quite right. In fact, they were getting worse. At his follow-up, Lotti was diagnosed with Acute Hyponatremia, which occurs due to rapidly declining sodium levels and can cause brain swelling resulting in a coma or death. "I knew that was life-threatening," Lotti said. "I just remember throwing up and next thing I know they're whisking me out of that room and rushing me to the Intensive Care Unit. All of

these people are working on me. Nobody would tell me anything. Debbie wasn't even allowed to go at that point. I just remember flashing back to certain things. This couldn't have been the last time I've seen my children or my grandchildren. I remember when I walked off the field that one day at Spring practice thinking, is this the last time I'm going to get to be out here?" Lotti's declining sodium levels were reaching near fatal levels. His family, loved ones, team, community and those across the country who had heard his story began to pray for his life. Miraculously, Lotti's sodium levels began to steadily improve. The treatment was working, and he had his sights set on getting back to the team. Each day during the recovery process, Lotti aimed for a small measure of improvement; staying awake a little longer or enduring a less-severe headache. Throughout this time, the Wildcats and their upcoming season were never far from his mind. But when he did reclaim his spot on the sideline, that was the very thing he needed to protect. Due to the nature of the surgery to remove the tumors, his face and head remained vulnerable and very sore. On the off chance that a ball or a sideline tackle put him in danger, Lotti required a helmet while near the field. He didn't want a football helmet, though, so he had to get creative. In what he likes to call a "Happy Gilmore moment," Lotti chose a hockey helmet as his protection of choice. And, in true Lotti fashion, he found a way to turn the constant reminder into a more uplifting message. To give thanks to those who saved his life, Lotti decorated the outside of his hockey helmet with the names of his doctors and other members of his support systems. The list of names stretched around the entire helmet.

"I don't want you to see your head coach in a hockey helmet," Lotti explained to his team. "What I want you to do is see somebody who is very thankful for people who loved and cared for him when they didn't have to." Now, Lotti is back and pursuing his calling. He's still healing, but the opportunity to return to his passion as a coach and mentor is all he could have asked for.







The background is a vibrant red with a rough, paper-like texture. It features several torn, irregular edges. On the left side, there are two distinct geometric patterns: a grey one at the top and a black one at the bottom, both composed of interlocking L-shaped lines. A solid grey shape is visible in the top right corner.

GIRLS FLAG FOOTBALL

Since 2016, the Atlanta Falcons have been committed to establishing, growing and sanctioning the sport of girls flag football. In 2017, the Atlanta Falcons began their approach with Georgia by targeting the largest county in the state, Gwinnett County. Gwinnett secured all 19 high schools to pilot the sport. The following year, five more counties joined Gwinnett (Cherokee, Forsyth, Henry, Muscogee and Rockdale) and piloted their own seasons. With the success of all six counties, the Georgia High School Association sanctioned girls flag football as a high school varsity sport for the fall of 2020. In the midst of a pandemic, nearly 100 Georgia high schools offered the sport. It was during this year that the work in Alabama began. The Atlanta Falcons widened their reach to service Alabama and offered funding for nearly 40 schools to pilot teams in 2021. In addition to Alabama's start, Georgia had nearly 150 high schools offer girls flag football in 2021. In 2022, with Georgia and Alabama up and running, the Atlanta Falcons brought their resources out west and began a pilot program with three schools in Montana (Butte, Flathead and Glacier High School). These three schools marked the first offering of girls flag football for the state and the first time an NFL team brought the sport to an out-of-market region.

2022 GIRLS FLAG FOOTBALL METRICS



Montana - First year;
Butte, Flathead and
Glacier High School



Alabama - Second year;
Nearly 70 high schools piloted
girls flag football teams



Georgia - Third year;
240 high schools offered
the sanctioned sport



GIRLS FLAG FOOTBALL CLINIC AND COACHES SEMINAR

As part of the Atlanta Falcons ongoing initiative to grow the game of girls flag football in the southern regions of Georgia, the Atlanta Falcons hosted a Girls Flag Football Clinic and Coaches Seminar in Macon, Georgia. Current and prospective girls flag football coaches and players from around the states of Georgia and Alabama were taught the fundamentals and rules of high school girls flag football from Atlanta Falcons Legends and NFL FLAG experts.

GEORGIA GIRLS FLAG FOOTBALL MINI GRANTS

The Atlanta Falcons and Arthur M. Blank Family Foundation provided 33 high schools across the state of Georgia with a grant to field a girls flag football team.

Alfred E. Beach High School

Athens Academy

Baldwin High School

Blessed Trinity Catholic High School

Chapel Hill High School

Clarke Central High School

Columbia High School

Dooly County High School

Effingham County High School

Forest Park High School

Glenn Hills High School

Hephzibah High School

Jefferson County High School

LaGrange High School

Lithonia High School

Long County High School

Metter High School

Miller Grove High School

New Hampstead High School

New Manchester High School

Newnan High School

Peach County High School

Pebblebrook High School

Pike County High School

Riverdale High School

Seckinger High School

Southeast Bulloch High School

St. Pius X Catholic High School

Treutlen Middle High School

Warner Robins High School

Westside High School

Whitewater High School

Oconee County High School





GIRLS FLAG FOOTBALL WALL UNVEILING

The Atlanta Falcons unveiled a new 30-foot dynamic wall display inside Mercedes-Benz Stadium dedicated to the trailblazers of high school girls flag football in the state of Georgia. The wall unveiling reception was the culmination of combined efforts with the Georgia High School Association (GHSA) and the Arthur M. Blank Family Foundation, as Georgia became the fourth state to offer girls flag football as an official sanctioned sport in 2020.

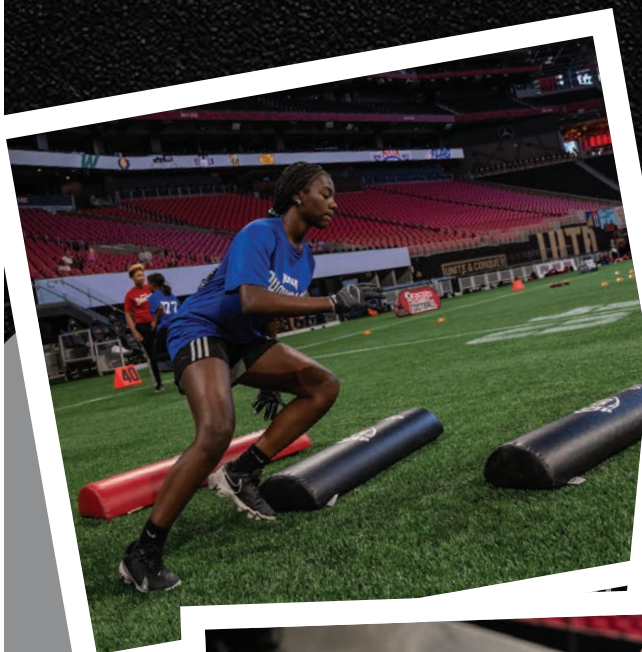
NAIA WOMEN'S FLAG FOOTBALL FINALS

In partnership with Reigning Champs Experiences, the Atlanta Falcons hosted the second annual National Association of Intercollegiate Athletics (NAIA) Women's Flag Football Championship at Mercedes-Benz Stadium in May. Twelve collegiate women's flag football teams traveled to Atlanta to compete for the championship title. The tournament was spread across three days in Atlanta, with pool, bracket play and the championship games held at the Home Depot Backyard and inside 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 womens flag football coaches. Over 40 scholarships and invitations to play at the next level were given on-site.



GIRLS FLAG FOOTBALL CLINIC IN MONTANA

The Atlanta Falcons hosted a free girls flag football clinic for the three schools in Montana that piloted girls high school flag football for the fall season (Butte, Flathead and Glacier High School). This clinic welcomed young women ages 13-18, to participate in a free flag football clinic where they learned flag football fundamentals, drills and play calls from Atlanta Falcons Legends and NFL FLAG experts.

ALABAMA HIGH SCHOOL GIRLS FLAG FOOTBALL STATE CHAMPIONSHIP

To highlight girls flag football efforts in Alabama, the Atlanta Falcons and the Alabama High School Athletic Association hosted the Girls High School Flag Football State Championship in Auburn, Alabama. Auburn and Oxford High Schools battled at Jordan-Hare Stadium with Auburn coming out victorious in their hometown with a 26-6 victory.



GHSA GIRLS FLAG FOOTBALL SEMI-FINALS

PRESENTED BY SOUTHWIRE

The Atlanta Falcons hosted the 2022 GHSA Girls Flag Football Semi-Finals at the Atlanta Falcons Training Facility. Twelve high school girls flag football teams across three divisions competed for a chance to play in the state finals.

MONTANA GIRLS FLAG FOOTBALL TEAMS TRIP TO SEATTLE

The Atlanta Falcons piloted high school girls flag football in Montana with three schools; Butte, Flathead and Glacier High School. To celebrate the conclusion of the season, the Atlanta Falcons treated the teams to an all-expenses paid trip to Seattle. The three teams attended Atlanta Falcons walkthrough, the Stanford vs. Washington football game and cheered on the Atlanta Falcons as they took on the Seattle Seahawks at Lumen Field.



ALL-STAR GIRLS FLAG FOOTBALL HALFTIME GAME

On Sunday, January 1, the 2022 High School Girls Flag All Star teams played an abbreviated game at halftime during the Atlanta Falcons vs. Arizona Cardinals game. A total of 37 girls and five coaches participated in the game to continue to emphasize the importance of high school girls flag football throughout the state of Georgia.

ATLANTA FALCONS TRAILBLAZER AWARD

PRESENTED BY GEORGIA POWER

Modeled after the Walter Payton NFL Man of the Year Award, the Atlanta Falcons Trailblazer presented by Georgia Power is a season-long program that honors high school girls flag football players who exemplify leadership, community service and teamwork. Finalists were selected by their head coach and were each honored at an Atlanta Falcons home game.

Finalists:

Winnie Carnes – Oconee County High School

Joelle Miller – Blessed Trinity High School

Julia Murra-Schott – Chattahoochee High School

Katherine Northenor – Roswell High School





MILITARY OUTREACH



MERGING VETS AND PLAYERS WORKOUT

The Atlanta Falcons hosted an exclusive workout at Mercedes-Benz Stadium for members of Merging Vets and Players (MVP). MVP connects combat veterans with former professional athletes, providing them with the opportunities and tools to transition out of uniform and promote personal development. Atlanta Falcons Legends, Brian Finneran and Jerious Norwood were in attendance along with Overwatch Fund Committee Founding Member, Angie Blank.



FISHING WITH THE FALCONS PRESENTED BY ZAXBY'S

The Atlanta Falcons partnered with Zaxby's to host military veterans to a fishing tournament on Lake Lanier. Veterans were selected through a non-profit organization, The Warrior Alliance. They fished alongside Atlanta Falcons players, Legends, coaches, executives and Atlanta Falcons Cheerleaders. Military veterans were also treated to a hotel stay and welcome dinner courtesy of the Atlanta Falcons and Zaxby's.

EGLIN AIR FORCE BASE VISIT

The Atlanta Falcons traveled to Destin, Florida to visit Eglin Air Force Base. The Atlanta Falcons toured various parts of the installation, interacted with military youth members and participated in a Madden tournament at the new state of the art USO Gaming Center on base. Participants included:

Vice Chairman of Arthur M. Blank Sports
& Entertainment, Steve Cannon

Head Coach, Arthur Smith

General Manager, Terry Fontenot

Wide Receiver, Frank Darby

Tight End, Feleipe Franks

Safety, Richie Grant

Tight End, Kyle Pitts



TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS) GADSDEN FAMILY VISIT

The Atlanta Falcons visited the family of fallen hero United States Army 2LT Clifford Valentino Gadsden, Jr. near Destin, Florida. The Atlanta Falcons commemorated his memory and service with a sign in his honor, placed in the family's dedicated garden. The Gadsden family announced the Atlanta Falcons second-round pick in Las Vegas at the 2022 NFL Draft.



TAPS YOUNG ADULT SUMMIT

TAPS brought 50 young adults to Mercedes-Benz Stadium for a weekend full of professional development, bonding and community service. Atlanta Falcons Defensive Tackle, Grady Jarrett and Atlanta Falcons Legend, Lawrence Sidbury welcomed the group to Atlanta on Thursday night. On Friday morning, the Atlanta Falcons hosted a roundtable career discussion featuring over 20 associates across the Blank Family of Businesses.



JOINT BASE LEWIS-MCCHORD VISIT

The Atlanta Falcons visited Joint Base Lewis-McChord near Seattle, Washington along with the Seattle Seahawks. While on base, Atlanta Falcons players, as well as executives and staff, experienced an enlistment ceremony and interacted with Air Force displays. All participants were then transported via Stryker vehicles to participate in Expert Infantry Badge training with Army service members. Participants included:

Long Snapper, Beau Brinkley

Guard, Chris Lindstrom

Linebacker, Lorenzo Carter

Long Snapper, Liam McCullough

Cornerback, Mike Ford

Punter, Bradley Pinion

Safety, Richie Grant

Running Back, Avery Williams

Defensive Lineman, Timmy Horne

Wide Receiver, Olamide Zaccheaus

TAPS ROAD TRIP

PRESENTED BY ZAXBY'S

The Atlanta Falcons and Zaxby's hosted eight TAPS families to a once in a lifetime road trip. The families kicked off their road trip with a steakhouse dinner in Atlanta with Atlanta Falcons Legends and were gifted custom cleats in honor of their fallen hero. Before making the trip to Charlotte for the Atlanta Falcons vs. Carolina Panthers game, the families had a VIP viewing of Atlanta Falcons practice where they received custom jerseys and met players.





OPERATION: GAME TIME

PRESENTED BY ZAXBY'S

The Atlanta Falcons, in partnership with Zaxby's, hosted Operation: Game Time to celebrate and salute the service of active military members from Dobbins Air Reserve Base. The Atlanta Falcons hosted 40 military members from the Air Force and Army at Main Event Entertainment with Atlanta Falcons players; participating in activities such as bowling, laser tag and arcade games.



SALUTE TO SERVICE AWARD

As the son of a U.S. Marine Corps captain who served in the Vietnam War, Head Coach Arthur Smith is an avid supporter of the military and their families. Throughout the year, Coach Smith found many opportunities to host special military events so the team could connect with service members, veterans and their families. In August, while the team was in New York for their preseason game, Coach Smith took the players to visit with cadets and tour the campus at the U.S. Military Academy at West Point. The players shared a meal with the West Point football team, hosted a Falcons team walk-through at Michie Stadium and toured the campus. Also, this past summer, Coach Smith participated in a visit to Eglin Air Force Base in Destin, Florida. Coach Smith, Falcons players and executives spent the day on the base, where they toured the facilities, spent time with military members and had a chance to eat lunch with active-duty soldiers. Most recently, while the Atlanta Falcons team was in Seattle for an away game, Coach Smith hosted a private viewing with players and local military members of the new film *Devotion*, a harrowing and inspiring story of two Navy fighter pilots in the Korean War. Also, that week, the Falcons teamed up with the Seahawks and hosted a military base visit to show appreciation to service members at Joint Base Lewis-McChord. Additionally, Coach Smith's support of the military continued through multiple events including "Fishing with the Falcons", a fishing tournament with Falcons players, coaches and executives alongside military veterans and also hosted active-duty military to VIP visits at Training Camp practices this summer.



The background is a light gray, textured surface resembling crumpled paper. It features four torn, irregular shapes: a black shape with red dots in the top-left, a red shape with black dots in the top-right, a black shape with white dots in the bottom-left, and a white shape with gray dots in the bottom-right. The text "COMMUNITY PROGRAMS" is centered in a bold, red, sans-serif font.

COMMUNITY PROGRAMS





SEASON KICKOFF PARTY

PRESENTED BY ORANGETHEORY FITNESS

In honor of Season Kickoff Week, the Atlanta Falcons hosted a staff appreciation party at Children's Healthcare of Atlanta. Current Atlanta Falcons players, Atlanta Falcons Legends, Freddie Falcon and Atlanta Falcons Cheerleaders surprised the hospital staff with food trucks, giveaways, a prize wheel and more.

ROOKIE CLUB DINNER

PRESENTED BY MERCEDES-BENZ

The Atlanta Falcons Rookie Club presented by Mercedes-Benz kicked off with an introduction to serving the community at the annual Rookie Club Dinner, held at The Capital Grille in Buckhead. 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

Legend, Matt Bryant

Legend, William Moore

Legend, Sean Weatherspoon



ROOKIE CLUB AT EAGLE RANCH

PRESENTED BY MERCEDES-BENZ

The 2022 Atlanta Falcons Rookie Club visited Eagle Ranch for an afternoon of dodgeball and fishing with at risk youth. Eagle Ranch provides an education and counseling space for nearly 70 boys and girls in need.

HURRICANE IAN RELIEF

In an effort to help residents in Florida who were impacted by Hurricane Ian, the Atlanta Falcons and Tampa Bay Buccaneers provided an opportunity for associates to travel to Sarasota, Florida to assist with hurricane relief and care packages.



DIRTY BIRDS PEP RALLY

PRESENTED BY TRUIST

The Atlanta Falcons kicked off the 2022 season at Atlantic Station with the Dirty Birds Pep Rally presented by Truist. Fans were joined by special guests for a night of celebration for the upcoming season. Special guests included:

Head Coach, Arthur Smith

General Manager, Terry Fontenot

Defensive Lineman, Grady Jarrett

Kicker, Younghoe Koo

Tight End, Kyle Pitts

Cornerback, A.J. Terrell



EMORY HOSPITAL VISIT

Atlanta Falcons Outside Linebacker, Lorenzo Carter, Atlanta Falcons Kicker, Younghoe Koo, Atlanta Falcons Fullback, Keith Smith and Atlanta Falcons Cornerback, A.J. Terrell, visited staff at the Emory Winship Cancer Institute to thank them for their dedication and commitment year-round.

ROOKIE CLUB HALLOWEEN VISIT

PRESENTED BY MERCEDES-BENZ

The Rookie Club visited Children's Healthcare of Atlanta at Scottish Rite in their favorite Halloween costumes to meet with patients and gift them with a special Halloween treat.



ROOKIE CLUB THANKSGIVING AT CROSSROADS

PRESENTED BY MERCEDES-BENZ

The Rookie Club visited Crossroads Community Ministries to serve a special Thanksgiving lunch to program participants. In addition to the meal, the rookies prepared 150 meal packs for Crossroads kitchen to share with those in need over the actual Thanksgiving holiday.



HOMETOWN HUDDLE

PRESENTED BY CIGNA

The entire Atlanta Falcons roster, Atlanta Falcons Legends, Cigna volunteers and Atlanta Falcons Season Ticket Members participated in a park clean-up project with Park Pride for the annual Hometown Huddle volunteer project. The cleanup and beautification projects included tree mulching, painting benches, planting flowers and maintaining creek and trails at the historic Anderson Park.



FALCONS FEAST

PRESENTED BY PUBLIX

The Atlanta Falcons offensive and defensive lines, with support from Publix, provided 1,500 families with a full Thanksgiving meal. Players and Arthur M. Blank Sports and Entertainment Associates provided the meals to deserving families through a drive thru style meal distribution event.





DAZZLE AND DINE

PRESENTED BY GRADY HEALTH SYSTEM

The Atlanta Falcons honored 11 breast cancer fighters and survivors by treating them to a day of pampering and dinner. The women were treated to VIP services at a local salon before arriving to an exclusive hibachi dinner served by Atlanta Falcons players.

COMMUNITY HONORS DINNER

PRESENTED BY GEORGIA POWER

The Atlanta Falcons hosted the 13th annual Community Honors Dinner, a dinner in celebration of the organization's community efforts throughout the year. The night celebrated the Atlanta Falcons Salute to Service Award winner, Inspire Change Changemaker Award winner, Coach of the Year and ended with the recognition of the Walter Payton NFL Man of the Year nominee. Over ten Atlanta Falcons players were honored at the dinner as Community All Stars for their efforts in the community.



ATLANTA FALCONS 2022 WALTER PAYTON MAN OF THE YEAR

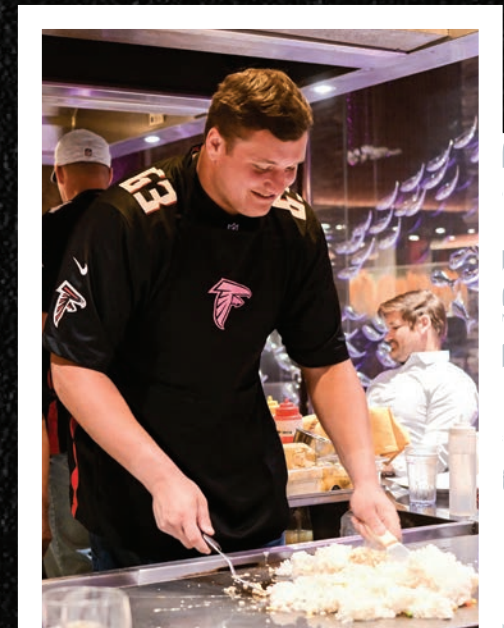
Atlanta Falcons Guard, Chris Lindstrom, is the Atlanta Falcons 2022 Walter Payton Man of the Year nominee. Chris Lindstrom has played every offensive snap for the 2022 season. He and the offensive line have paved the way for Atlanta Falcons ball carriers to rush for over 150 yards in five of the first six games for the second time in team history. The Atlanta Falcons 2019 first-round selection received extensive recognition for his on-field play this season, but that recognition goes beyond his on-field play as Lindstrom continues to demonstrate his commitment to community efforts in Atlanta and in his home state of Massachusetts.

During the offseason, Lindstrom attended monthly meetups with Best Buddies of Massachusetts. He offered continuous mentoring and fellowship with his buddy, Michael. In addition to monthly meetups, Lindstrom serves on the international board of Best Buddies. His connection with Best Buddies stems from his close relationship with his sister, Eda, who has autism and is a member of the Best Buddies community. Not only is Lindstrom active in the Best Buddies community in Massachusetts, but he has also been a fundamental pillar in the Georgia chapter. Lindstrom rallied his teammates to attend the Best Buddies Gala and raised money for the organization to sponsor and implement new programing. He secured a ticket block through the Atlanta Falcons Rise Up & Share program which allows players to purchase tickets to each Atlanta Falcons home game to use for local, non-profit organizations. A staple in his ticket block group, Chris' Company, were his friends from Best Buddies.

Lindstrom has continued to lead the force in serving the Atlanta community through catered dinners with Ronald McDonald House Charities, surprising local teachers with shopping sprees and providing a donation to the Atlanta Mission for school uniforms for the youth in their shelters. Lindstrom also provided a food truck to the Flowery Branch High School football team to congratulate them on their hard work in the classroom and emphasized the importance of school.

Lindstrom was also a very active participant in many team community events throughout the year. As a leader on the offensive line, Lindstrom led the charge in raising money for Falcons Feast – the Atlanta Falcons annual Thanksgiving event where 1,500 families are provided a full meal for the holiday. After losing his mother to ovarian cancer, Lindstrom immersed himself in the cancer community to bring further awareness to the disease. Lindstrom participated in Dazzle and Dine and dedicated time to celebrating the 10 honorees through hibachi prepared by himself and a master chef. Even across the country in Seattle, the Atlanta Falcons visited a local military base and Lindstrom was in the front of the line to visit with the service men and women.

Lindstrom's heart is one that beats for many! If you ask him how he wants to help, his response is simply, "however you need me to – you just say the word," and he truly lives by that phrase. He is a leader on the field, a leader in the community and the Atlanta Falcons 2022 Walter Payton Man of the Year nominee.



INSPIRE CHANGE CHANGEMAKER AWARD

As a former affiliated member of a well-renowned criminal street gang and a current public defender, David Lee Windecher understands the possibility of recidivism. Windecher understands the existence of hardships related to being a low-income and under-resourced immigrant while growing up in the streets of Miami-Dade County. Windecher was arrested 13 times throughout his upbringing and incarcerated for over seven months as a juvenile which led to his passion of criminal justice reform including restorative justice, ending mass incarceration and the redress for racial inequity in the criminal justice system.

Inspired by his street name, “Red,” Windecher founded RED (Rehabilitation Enables Dreams) because of his passion that stems from first-hand, personal experience. Founded in March 2015, the organization strives to help at-risk youth. Windecher and RED work to educate students within the program to develop their social, civic and financial literacy through task-oriented learning, engaging workshops and interactive educational modules. The goal is to find a way to help them break out of the vicious and coercive system of mass incarceration and legal oppression. Upon completion of the 12-month program, a student’s records are expunged and they are referred to opportunities of employment and/or higher education institutions.

For the last several years, the Atlanta Falcons have partnered with RED on many initiatives in the community. Atlanta Falcons players have participated in numerous events and educational sessions alongside RED, it’s staff and students; including conversations at youth detention centers. “Know Your Rights” panels educate participants on how to establish and develop trust between police and community.

Formally, Windecher has been involved in this work for over a decade since his start of law school at the John Marshall Law School in Atlanta, Georgia, where he earned a Juris Doctorate degree in 2012. But, Windecher has been laying the groundwork for his work by gaining experience and an understanding of the fallacies of the criminal justice system since he was an at-risk youth himself.

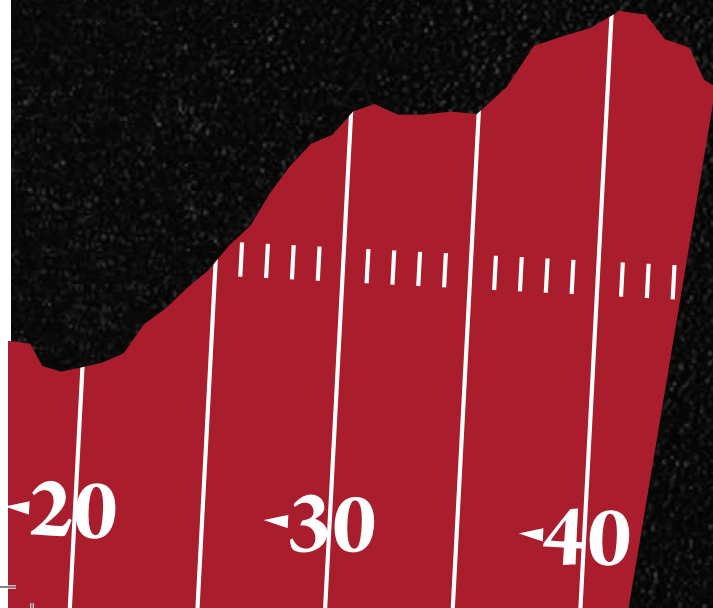




-10

-2

PLAYER OUTREACH



404 DAY

PRESENTED BY TRUIST

Atlanta Falcons 404 Day presented by Truist was held at Ben Hill Recreation Center in Southwest Atlanta. The site was chosen by Atlanta Falcons Cornerback A.J. Terrell, who played youth football at Ben Hill Recreation Center. A.J., alongside his family, teammates and local community, spent the morning beautifying the park and surrounding areas.



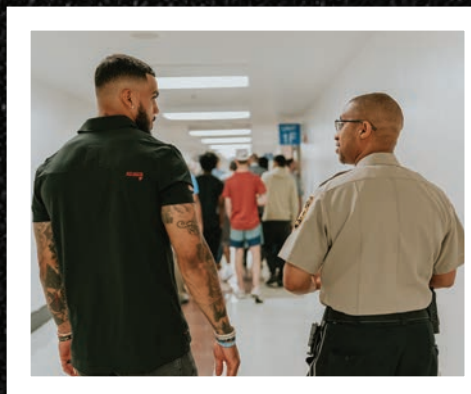


ATLANTA FALCONS DRAFT PARTY

To celebrate and welcome the next generation of Atlanta Falcons players, the 2021 Atlanta Falcons Rookie class spent the first night of the 2022 NFL Draft at Mercedes-Benz Stadium with Atlanta Falcons Season Ticket Members and fans. The 2021 Rookie class watched alongside supporters as the Atlanta Falcons selected their first-round draft pick.

RED KNOW YOUR RIGHTS PANEL

In partnership with Rehabilitation Enables Dreams (RED) Atlanta Falcons Safety, Dean Marlowe, spent an evening alongside young men and women who were rehabilitating back to civilization after incarceration. Dean and RED participants visited the Gwinnett County Jail for an evening of open discussions with local government, police officers, justice system advocates and inmates.



ATLANTA FALCONS PLAYERS YOUTH FOOTBALL CAMPS

The Atlanta Falcons Players Youth Football Camps are an ongoing youth football initiative where players host a fun football camp for the youth. This free youth football camp focuses on engaging with young athletes and teaching proper football tackling, a variety of football fundamentals and sportsmanship.

Participating Atlanta Falcons Players:

Saturday, March 5 – Darren Hall – Cucamonga, CA

Sunday, June 5 – Anthony Firkser – Nashville, TN

Saturday, June 11 – Grady Jarrett – Conyers, GA

Saturday, June 18 – A.J. Terrell – Atlanta, GA

Saturday, June 18 – Jaylinn Hawkins – Buena Park, CA

Saturday, June 25 – Mike Ford – Alton, IL

Saturday, July 16 – Cameron Batson – Oklahoma City, OK



MARCUS MARIOTA BACKPACK GIVEAWAY

Atlanta Falcons Quarterback, Marcus Mariota and his Motiv8 Foundation surprised over 150 members of the Westside Falcons Flag Football League with brand new Nike backpacks for the upcoming school year. The backpacks included school supplies, headphones and a custom note from Marcus and his foundation.



CHRIS LINDSTROM TEACHER SURPRISE

Atlanta Falcons Guard, Chris Lindstrom, surprised four elementary school teachers from Martin Technology Academy with a back-to-school shopping spree. Teachers were selected to be interviewed to discuss their dedication to their school, but in turn were surprised with gift cards to restock their classrooms; completely funded by Chris.

ROOMS TO GO MAKEOVERS

Atlanta Falcons players surprised deserving families with new furniture courtesy of Rooms To Go to refresh their homes. Rooms To Go donated new furniture for the families and Atlanta Falcons players cleaned, assembled furniture and decorated the homes.



CHRIS LINDSTROM FLOWERY BRANCH HOMECOMING SURPRISE

Atlanta Falcons Guard, Chris Lindstrom, surprised the varsity football team at Flowery Branch High School with a celebration to kick off their homecoming week. Chris provided a food truck for players and coaches and brought his teammate, Atlanta Falcons Offensive Lineman, Ryan Neuzil along to wish the team luck ahead of their game.

ATLANTA MISSION – SPECIALISTS

Atlanta Falcons Long Snapper (IR), Beau Brinkley, Atlanta Falcons Kicker, Younghoe Koo, Atlanta Falcons Long Snapper, Liam McCullough and Atlanta Falcons Punter, Bradley Pinion collectively funded a catered Thanksgiving dinner for the women and children of The Atlanta Mission: My Sister's House. Atlanta Falcons Running Back, Avery Williams and Freddie Falcon joined the group to serve dinner and bring smiles ahead of the Thanksgiving holiday.



CHRIS LINDSTROM RONALD MCDONALD HOUSE CHARITIES

Atlanta Falcons Guard, Chris Lindstrom, provided a catered meal to the families at Ronald McDonald House. Chris was joined by his teammate, Atlanta Falcons Tackle, Jake Matthews, as they served food and played bingo.



ATLANTA MISSION – GRADY JARRETT

Atlanta Falcons Defensive Lineman, Grady Jarrett, funded a catered dinner for over 200 men of The Atlanta Mission: The Shepherd's Inn. Freddie Falcon and Atlanta Falcons Cheerleaders joined Grady in an evening of serving food, providing giveaways and spreading cheer to the men of The Shepherd's Inn.

SHEPHERD CENTER VISIT

Atlanta Falcons players visited the Shepherd Center, a hospital founded in Atlanta that focuses on the medical treatment, research and rehabilitation for people with spinal cord injury and disease, as well as acquired brain injuries. Atlanta Falcons Outside Linebacker, Ade Ogundeji, Atlanta Falcons Punter, Bradley Pinion and Atlanta Falcons Running Back, Avery Williams, visited with patients and toured the facility.



KEITH SMITH HOSTS "A DECEMBER TO REMEMBER"

Atlanta Falcons Fullback, Keith Smith, joined forces with former Atlanta Falcons Linebacker, Brandon Copeland, to fund and facilitate "A December to Remember" for the second consecutive year. In partnership with Brandon Copeland's foundation, Beyond the Basics, Keith Smith surprised families with a holiday shopping spree. Atlanta Falcons Running Back, Tyler Allgeier, joined the fun to help spread holiday cheer and assist on shopping day.



HOLIDAY CAROLING

Atlanta Falcons players and staff members, along with Santa Claus visited the Children's Healthcare of Atlanta at Scottish Rite to spread holiday cheer to patients and their families. Patients had the opportunity to pick their favorite Christmas carols, sing along and receive holiday gifts.

MY CAUSE MY CLEATS

MyCause MyCleats celebrates the positive impact that players have made in their communities and provides them with an opportunity to highlight the causes they are passionate about through custom designs on their cleats. This year, over 30 members of the Atlanta Falcons organization participated in the NFL initiative:

Abdullah Anderson – Boys and Girls Club of Atlantic City
 Anthony Firkser – The Aloe Family
 Arnold Ebiketie – Project Yes – Africa
 Avery Williams – Bright Futures Atlanta
 Bradley Pinion – Compassion International
 Chris Lindstrom – Friends of John Paire Student Fund – “BE BETTER”
 Cordarrelle Patterson – Pregnancy and Infant Loss
 Darren Hall – Ball by Faith
 Desmond Ridder – Mal Mal's Pals
 Elijah Wilkinson – Michael J Fox Parkinson Foundation
 Grady Jarrett – Grady Gives
 Isaiah Oliver – Caris Sports Foundation
 Jaylinn Hawkins – Intercept Poverty
 John Fitzpatrick – DGD Fund
 Kaleb McGary – Northwest Battle Buddies
 Keith Smith – NABA – National Association of Black Accountants
 KhaDarel Hodge – Imani Within
 Kyle Pitts – Boys and Girls Club (Atlanta/Philadelphia)
 Lorenzo Carter – United Way of Greater Atlanta
 Marcus Mariota – Shoes That Fit
 Matt Hankins – Children's Hospital of Iowa
 Mike Ford – Atlanta Humane Society
 Mykal Walker – Sac Kids First
 Nate Landman – National Blood Clot Alliance
 Olamide Zaccheaus – Pebble Tossers
 Parker Hesse – Boys and Girls Club
 Richie Grant – Next Generation Men & Women
 Sarah Hogan *coaching staff – The Coach Knapp Memorial Fund
 Timmy Horne – March of Dimes/Boys and Girls Club
 TJ Yates *coaching staff – The Coach Knapp Memorial Fund
 Troy Andersen – Lustgarten Foundation
 Tyler Allgeier – Lung Cancer Foundation of America





LEGENDS



LEGENDS WEEKEND

The Atlanta Falcons hosted over 100 Legends at Mercedes-Benz Stadium during the Carolina Panthers vs. Atlanta Falcons home game. Each Legend in attendance was treated to a VIP tailgate and hosted in the Delta Club for an all-inclusive game-day experience.



TODD MCCLURE RING OF HONOR CEREMONY

Former Atlanta Falcons Center Todd McClure was inducted into the Atlanta Falcons Ring of Honor on Sunday, October 30 at the Carolina Panthers vs. Atlanta Falcons game. Todd spent 14 seasons with the team and became the 12th member of the Ring of Honor. In his career, Todd played in 198 games with 195 starts.



GAMEDAY

Multiple Legends took part in gameday visits at Mercedes-Benz Stadium during Atlanta Falcons home games. Legends visited tailgates, suites and took photos with fans.





Freddie Falcon participated in over 467 community appearances throughout 2022 including surprise home deliveries, school shows, hospital visits and more.

FREDDIE FALCON HAS IMPACTED MANY MEMBERS OF THE COMMUNITY, INCLUDING...



150+ season
ticket members



13,000+ students



450+ patients



HOLIDAY FREDDIE-GRAMS

PRESENTED BY COCA-COLA AND PUBLIX

To celebrate select holidays, Freddie Falcon provided Season Ticket Members the opportunity to nominate a loved one for a special home delivery. The recipients received Atlanta Falcons swag, gift cards, Coca-Cola and Publix products and more.

Valentine's Day Freddie-Grams — 25 Season Ticket Members

Mother's Day Freddie-Grams — 25 Season Ticket Members

Father's Day Freddie-Grams — 25 Season Ticket Members

Veterans Day Freddie-Grams — 25 Season Ticket Members



SEASON KICKOFF DELIVERIES

PRESENTED BY PUBLIX

As a part of the Atlanta Falcons Season Kickoff Week, Freddie Falcon surprised 45 Season Ticket Members, five media outlets and a handful of AMBSE executives with the special delivery of a “Beat the Saints” cake courtesy of Publix.



FREDDIE FALCON “SPOKESBIRD”

PRESENTED BY P&G

Freddie Falcon partnered with P&G to promote weekly Publix specials through social media. During this partnership, Freddie hosted four Children’s Donation Parties at Children’s Healthcare of Atlanta which included donations of over 400 P&G gift bags, four large donation baskets and Atlanta Falcons and Freddie Falcon themed giveaways.

WE'RE ALL DIRTY BIRDS SCHOOL SHOW

As a part of Falcons Friday, Freddie Falcon hosted two “We’re All Dirty Birds” School Shows each Friday during the regular season. In 2022, these shows impacted over 13,000 students.

Arnold Elementary (Clayton County)
Bob Mathis Elementary (DeKalb County)
Church Street Elementary (Clayton County)
Cleveland Avenue Elementary (Atlanta Public Schools)
Collins Elementary (Tattnall County)
Dobbs Elementary (Atlanta Public Schools)
Dunbar Elementary (Atlanta Public Schools)
Dunwoody Springs Elementary (Fulton County)
Evoline C. West Elementary (Fulton County)
Finch Elementary (Atlanta Public Schools)
Graves Elementary (Gwinnett County)
Gullatt Elementary (Fulton County)
Hawthorne Elementary (Clayton County)
Heritage Elementary (Fulton County)
Hightower Elementary (DeKalb County)
Holly Springs Elementary (Cherokee County)
Hope-Hill Elementary (Atlanta Public Schools)
Lake Ridge Elementary (Clayton County)
McLendon Elementary (DeKalb County)
Meadowcreek Elementary (Gwinnett County)
Morris Brandon Elementary (Atlanta Public Schools)
Northcutt Elementary (Clayton County)
Oak View Elementary (DeKalb County)
Oliver Elementary (Clayton County)
Peachcrest Elementary (DeKalb County)
Princeton Elementary (DeKalb County)
Reidsville Elementary (Tattnall County)
Rockbridge Elementary (DeKalb County)
State Bridge Crossing Elementary (Fulton County)
TAG Academy (Atlanta Public Schools)
Tara Elementary (Clayton County)



ATLANTA FALCONS CHEERLEADERS

The Atlanta Falcons Cheerleaders 40-person roster made up of 37 females and three males impacted the Atlanta community and beyond throughout the year. The Atlanta Falcons Cheerleaders participated in 172 appearances while also performing at each home game at Mercedes-Benz Stadium.



AUDITIONS

PRESENTED BY ORANGETHEORY FITNESS

The Atlanta Falcons Cheerleaders hosted a hybrid audition process including virtual preliminary and semi-final rounds. Orangetheory Fitness hosted a boot camp for the first portion of the two day in-person final round. Over 300 performers from 30 states and two countries participated in the auditions process.

PREP CLASSES

The Atlanta Falcons Cheerleaders hosted a series of hybrid (in-person and virtual) dance prep classes leading up to the 2022 Atlanta Falcons Cheerleaders Auditions. Participants were taught NFL dance style and choreography and during each class, one dancer had the opportunity to win an automatic finalist pass for auditions.





CAPTAINS

Brianna B. Jerisha
Celia Taylor F.
Gianna

Director of Cheerleading: Chato Hendrix
Choreographer: Jakene Ashford

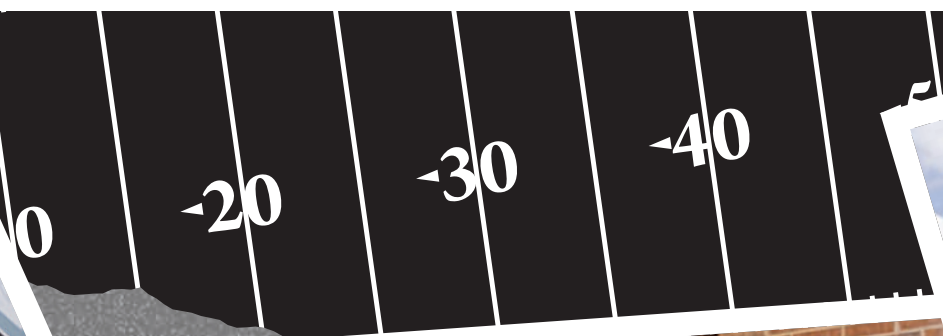


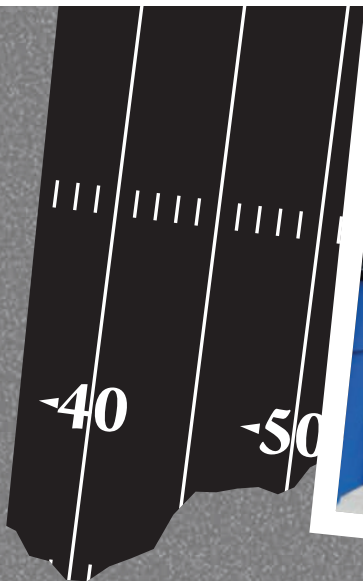


JUNIOR CHEER PROGRAM

The Atlanta Falcons Cheerleaders provided over 140 Junior Cheerleaders, ages 5-14, the opportunity to perform during pregame ceremonies at the Chicago Bears vs. Atlanta Falcons home game. Leading up to the performance, Junior Cheerleaders participated in multiple rehearsals where they learned dances and cheers from current Atlanta Falcons Cheerleaders.







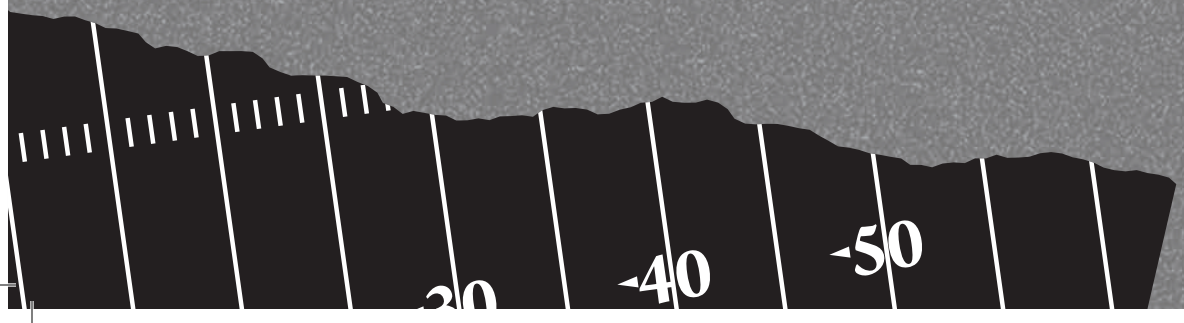
TRAINING CAMP

The Atlanta Falcons hosted a variety of community groups and youth football teams as VIP guests at Training Camp. Each group met with Atlanta Falcons Head Coach Arthur Smith and Atlanta Falcons General Manager Terry Fontenot. At the end of practice, all attendees were also provided with a meet and greet experience with Atlanta Falcons players.

Special Guests:

- Brookwood High School Girls Flag Football Team
- Central Gwinnett High School Girls Flag Football Team
- Dobbins Air Reserve Base
- Fort Gordon Army Installation
- Gainesville High School Football Team
- Local Cancer Patients

- Local Law Enforcement
- Local YMCA Members
- Paulding County High School Football Team
- Roswell High School Girls Flag Football Team
- Special K's Special Olympics Flag Football Team
- Westside Falcons Flag Football Team





GAMEDAY



OUT OF STADIUM

With the help of Freddie Falcon, the Atlanta Falcons and Publix teamed up to surprise 10 Season Ticket Members during each away game throughout the 2022 season. Season Ticket Members were surprised the morning of an away game at their homes with a catered meal from Publix and Atlanta Falcons branded items.



IN STADIUM

Throughout each Atlanta Falcons home game, Freddie Falcon and Atlanta Falcons Cheerleaders were located on the field and at Section 119 to perform for broadcast content and appearances.

HONORARY CAPTAINS

For select home games, the Atlanta Falcons invited various deserving members of the community to serve as the Honorary Captain.

Staff Sergeant Patrick Brown, United States Army Veteran and Purple Heart Recipient

Tanya Byrd, Breast Cancer Survivor

Tony Lotti, 2022 Atlanta Falcons Coach of the Year

Nigel Middlebrooks, Atlanta Youth Advisory Council Member

Jay Pagan, New York City 9/11 First Responder

Daniel "Tres" Ruiz, Robert Elementary School Shooting Survivor (Uvalde, Texas)

Rehabilitation Enables Dreams (RED)

Carter Sandt, Children's Healthcare of Atlanta Cancer Patient

Jordan Sloan, Pace Academy Football Player

Kaleb Williams, Westside Falcons Flag Football League Athlete



TAPS GAMEDAY EXPERIENCE

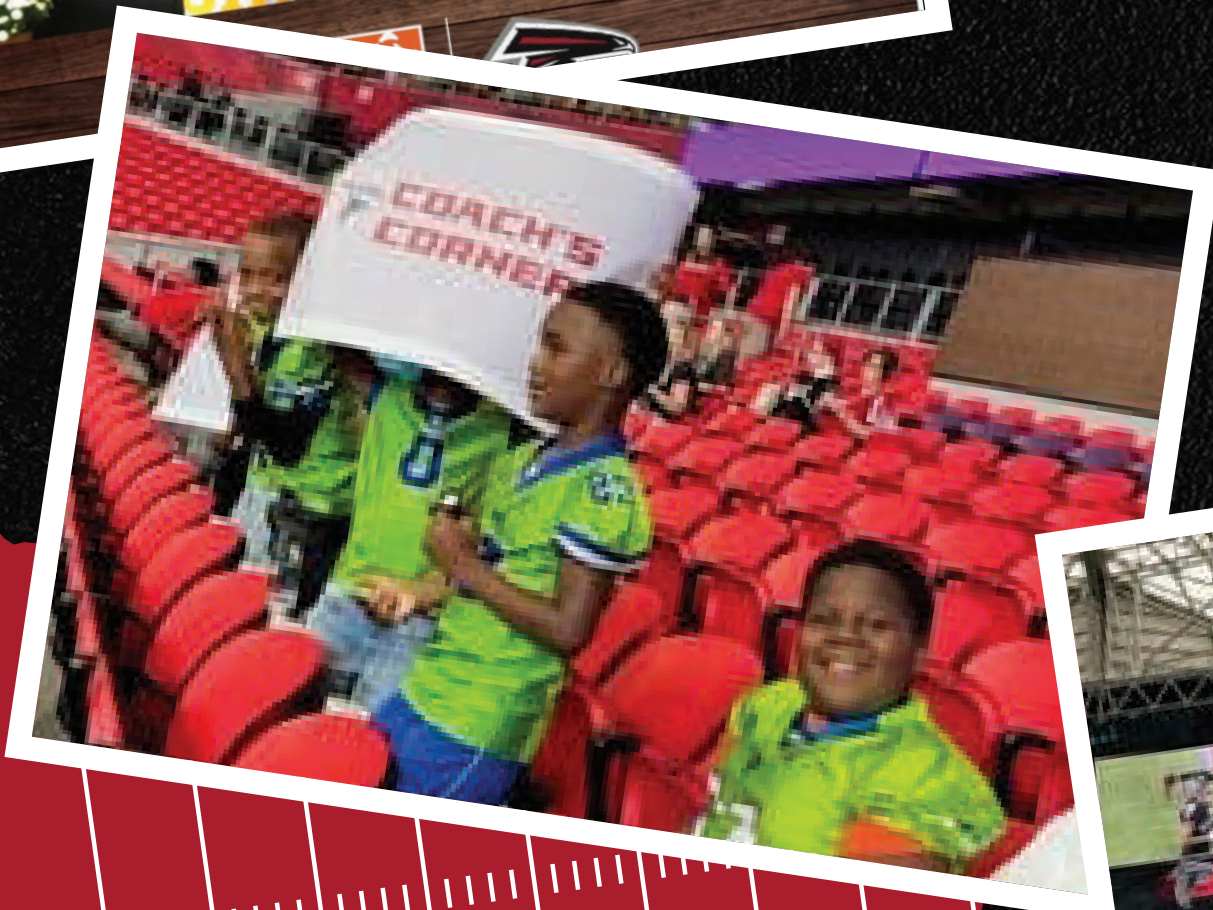
For select home games, the Atlanta Falcons invited a family from TAPS to honor as the Gallagher Hero of the game. Families were treated to a custom jersey and their fallen hero was recognized in-game.





RISE UP AND SHARE TICKET PROGRAM

For each home game, several Atlanta Falcons players and Head Coach Arthur Smith provided complimentary game tickets to local non-profits and community partners.



ATLANTA FALCONS IN THE COMMUNITY
2022 RECAP



@FALCONSCR



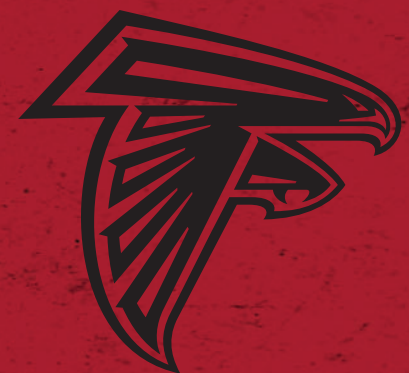
@ATLCHEERLEADERS

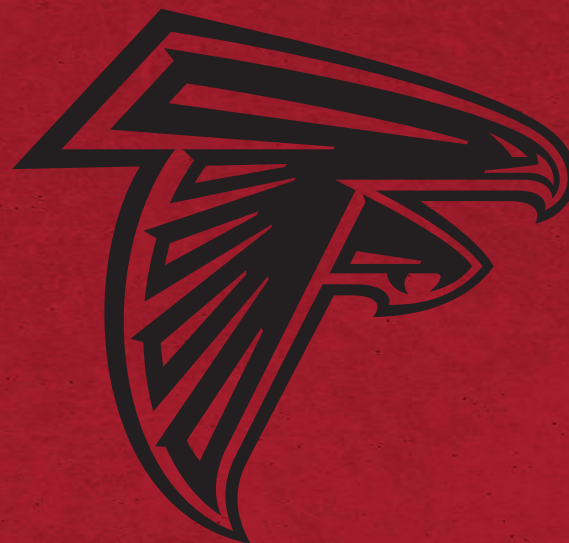


@FREDDIE.FALCON



@FREDDIEFALCON





ATLANTA FALCONS IN THE COMMUNITY