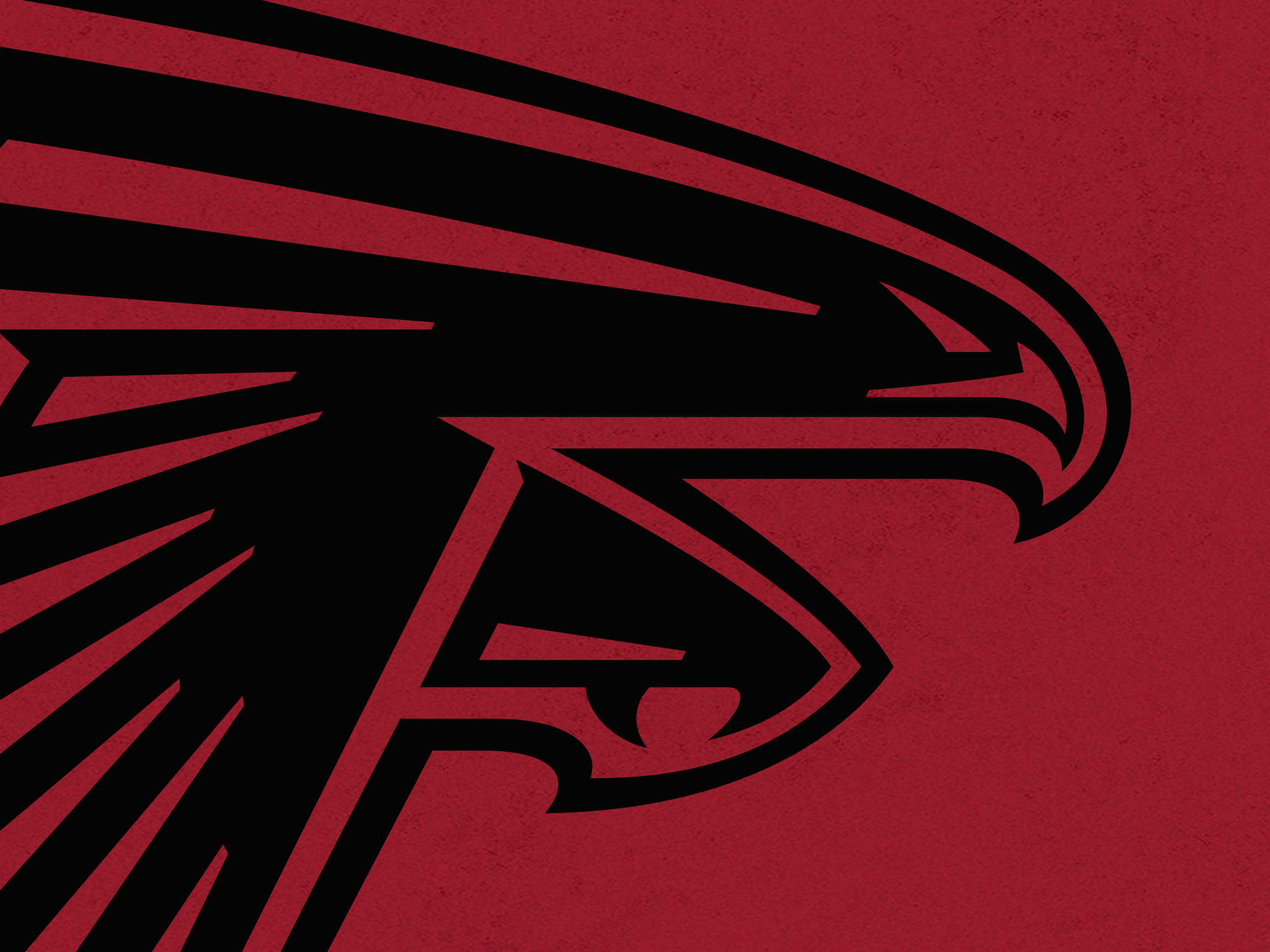




ATLANTA FALCONS IN THE COMMUNITY
2023 RECAP



ATLANTA FALCONS IN THE COMMUNITY

2023 RECAP

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YOUTH + HIGH SCHOOL FOOTBALL

CONTINUING TO GROW
THE GAME OF FOOTBALL AT THE
GRASSROOTS LEVEL

A dark rectangular box with a white border. The top portion of the box features a faint, grayscale image of a stadium's interior structure. The rest of the box is solid black. The text 'PLAYER OUTREACH' is centered in a bold, white, sans-serif font.

PLAYER OUTREACH

**CREATING IMPACTFUL CHANGE
AND SOCIAL REFORM IN
THE COMMUNITY**

A dark rectangular box with a white border. The top portion of the box features a grayscale image of a military camouflage pattern. The rest of the box is solid black. The text 'MILITARY OUTREACH' is centered in a bold, white, sans-serif font.

MILITARY OUTREACH

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

**YOUTH +
HIGH SCHOOL
FOOTBALL**







GATORADE YOUTH FOOTBALL CAMP

The Atlanta Falcons hosted a Gatorade Youth Football Camp at Norcross High School. Atlanta Falcons Legends and NFL Alumni led a free football clinic for athletes in grades 6-8.



HIGH SCHOOL FOOTBALL AWARDS SHOW PRESENTED BY EMORY HEALTHCARE

The Atlanta Falcons hosted the 2nd annual High School Football Awards Show presented by Emory Healthcare at the Georgia Aquarium. The awards show honored Georgia high school student athletes, coaches and staff members who have made an impact on and off the field.





HIGH SCHOOL COACHES HUDDLE

The 2023 High School Coaches Huddle was held at the Atlanta Falcons Training Facility with nearly 100 high school coaches in attendance. Coaches across Georgia and Alabama heard from the Atlanta Falcons coaching staff and watched an exclusive OTA practice.



DOTHAN RIBBON CUTTING

In conjunction with NFL FLAG and the NFL Foundation, the Atlanta Falcons hosted a ribbon cutting to celebrate the unveiling of a new flag football facility in Dothan, Alabama. Atlanta Falcons President, Greg Beadles and RCX Sports CEO, Izell Reese were in attendance.



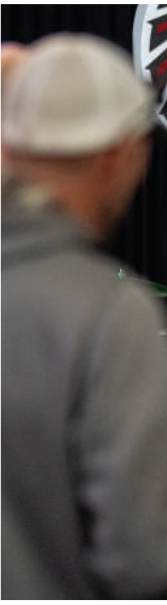
YOUTH FOOTBALL STATE FORUM

Youth football leaders from across the state of Georgia came together at the Youth Football State Forum to discuss best practices. Attendees participated in breakout sessions and heard from notable speakers such as Atlanta Falcons Legends, Billy Johnson and Jerious Norwood, and RCX Sports CEO, Izell Reese.



NFL FLAG SUMMIT

The Atlanta Falcons hosted a weekend long NFL FLAG Summit which brought together NFL FLAG leadership from across the country to learn about new flag football initiatives. Notable speakers included Atlanta Falcons President, Greg Beadles and RCX Sports CEO, Izell Reese.



ATLANTA FALCONS NFL FLAG SUMMIT SOCIAL

During the NFL FLAG Summit, the Atlanta Falcons hosted a social at Mercedes-Benz Stadium where attendees enjoyed music, games and food. A special raffle was conducted by current players, Penny Hart and Liam McCullough, and Atlanta Falcons Legends, Bobby Butler, Buddy Curry and Robert Moore.





NFL FLAG REGIONAL TOURNAMENT

The NFL FLAG Falcons Regional Tournament was the 11th event of the 2023 NFL FLAG Regional Tournament Series and was hosted in Marietta, Georgia. The winners of each division in each tournament qualified for the NFL FLAG Championships at the Pro Bowl Games.

THE ATLANTA FALCONS + 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.



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MONTANA YOUTH FLAG FOOTBALL CLINIC

The Atlanta Falcons hosted youth from Rocky Boy Reservation in Montana to learn basic flag football fundamentals and participate in flag football drills. The drills were led by Atlanta Falcons Legends and NFL FLAG experts. This was the first time the Atlanta Falcons have hosted an activation on a reservation.



LIVINGSTON FALCONS

In its fourth 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.



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MONTANA FLAG IN-SCHOOLS TRAINING

The Atlanta Falcons hosted nearly 40 physical education teachers from several counties across Montana to a free NFL FLAG Training. Teachers learned how to incorporate NFL FLAG into their school's curriculum from a NFL FLAG instructor. Attendees received a t-shirt, backpack, pennant flag and a free NFL FLAG kit for their school.



WESTSIDE FALCONS

In its eighth 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.



WESTSIDE FALCONS FLAG FOOTBALL LEAGUE CHAMPIONSHIP

The Westside Falcons Flag Football League and RCX Sports hosted the fall season-ending championship games at The Home Depot Backyard. Athletes and coaches were treated to music, food trucks and Atlanta Falcons giveaways.





NFL UK FLAG FOOTBALL CLINIC

The NFL UK and Atlanta Falcons hosted a NFL FLAG football clinic for local youth in advance of the Atlanta Falcons vs. Jacksonville Jaguars game in London. Atlanta Falcons players, Falcons Legend, Brian Finneran, Freddie Falcon and Atlanta Falcons Cheerleaders were in attendance.



YOUTH FOOTBALL PRESEASON TICKETS

In celebration of Play Football Month, the Atlanta Falcons awarded multiple youth tackle and flag football leagues, as well as organizations across Georgia and Alabama with complimentary tickets to the pre-season games against the Cincinnati Bengals and Pittsburgh Steelers.



COACH OF THE WEEK

PRESENTED BY
ATLANTA JOURNAL-CONSTITUTION

The Atlanta Falcons Coach of the Week recognized 10 high school tackle and flag football coaches throughout Georgia who promote excellence on and off the field.

Winners:

- Week 1: Bob Swank – Chamblee High School
- Week 2: Josh Alexander – Athens Academy
- Week 3: Cam Jones – Duluth High School
- Week 4: Terrence Stover – Peachtree Ridge High School (Girls Flag Football)
- Week 5: Erica Harris – Chamblee High School (Girls Flag Football)
- Week 6: Bernard Goodrum – B.E.S.T. Academy
- Week 7: Montez Swinney – Dunwoody High School (Girls Flag Football)
- Week 8: Brandon Harwell – Blessed Trinity Catholic High School (Girls Flag Football)
- Week 9: Jake Burgdorf – McEachern High School (Girls Flag Football)
- Week 10: Cherrelle Pass – Clarke Central High School (Girls Flag Football)



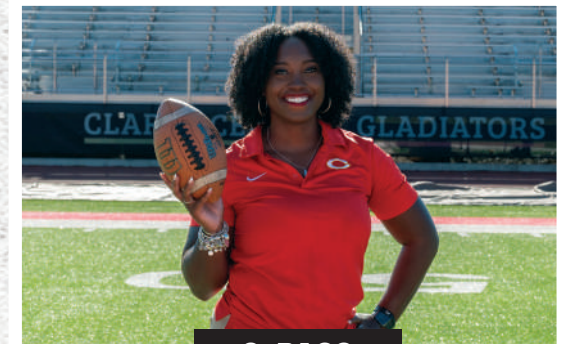
T. STOVER



B. GOODRUM



J. ALEXANDER



C. PASS



B. SWANK



C. JONES



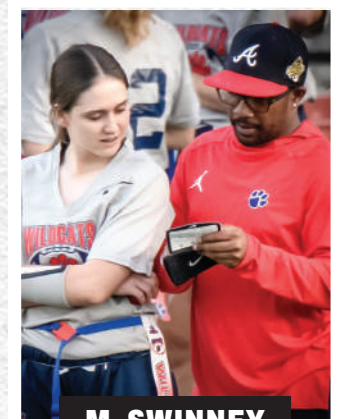
J. BURGDORF



E. HARRIS



B. HARWELL



M. SWINNEY





ATLANTA FALCONS COACH OF THE WEEK BANQUET PRESENTED BY ATLANTA JOURNAL-CONSTITUTION

The Atlanta Falcons honored each of the ten Coach of the Week award winners at the inaugural Atlanta Falcons Coach of the Week Banquet presented by the Atlanta Journal-Constitution. Coaches, guests and members of the AJC gathered to enjoy a private reception followed by a special dinner to recognize all of the winners.

ATLANTA FALCONS HIGH SCHOOL MAN OF THE YEAR

PRESENTED BY GEORGIA POWER

Modeled after one of the most prestigious awards in the NFL, the Walter Payton NFL Man of the Year Award, the Atlanta Falcons and Georgia Power honored high school football athletes who exemplify leadership, community service and teamwork. Finalists were nominated by their head coach and were each honored at an Atlanta Falcons home game.

Finalists:

- Braylon Pritchett – Ridgeland High School
- Chevy Sands – Jasper County High School
- **Shaw Mixon – Lassiter High School (Overall Winner)**
- Chris Lowe – Greene County High School





GEORGIA HIGH SCHOOL ASSOCIATION STATE CHAMPIONSHIPS

The GHSA boys tackle football state championship games were held at Mercedes-Benz Stadium from Monday, December 11 – Wednesday, December 13.

- A Division 1 (Prince Avenue 49, Swainsboro 32)
- A Division 2 (Bowdon 28, Manchester 27)
- Class 2A (Pierce County 48, Rockmart 45)
- Class 4A (Perry 38, Stockbridge 27)
- Class 6A (Thomas County Central 49, Woodward 28)
- Class 3A (Cedar Grove 49, Savannah Christian 28)
- Class 5A (Coffee 31, Creekside 14)
- Class 7A (Milton 31, Walton 21)



ATLANTA FALCONS HIGH SCHOOL COACHES RECEPTION PRESENTED BY SOUTHWIRE

The Atlanta Falcons hosted Georgia high school football coaches to an evening of food, drinks, fellowship and raffles during the 7A GHSA State Championship game at Mercedes-Benz Stadium.





ATLANTA FALCONS COACH OF THE YEAR

KEITH MALOOF, NORCROSS HIGH SCHOOL

Head Coach Keith Maloof lives by what his father always said, “Do the best you can with the ability God gave you, and you’ll always be a champion.” Maloof is just that, a champion.

The Norcross High School head coach has proven himself as a staple in the Georgia high school football community by becoming the most winningest coach in Gwinnett County history as of this past September.

Maloof has more than 40 years of coaching experience and is in his 28th year as a head coach. He is the son of the late George Maloof, one of Atlanta’s most respected high school football coaches. George Maloof was a great high school and college athlete at Marist and Georgia Tech, and as a coach led St. Pius X Catholic High School to its only state title in 1968.

Keith Maloof played for his late father at St. Pius in the early 1980s before he went on to play football at West Georgia. Maloof was a Linebacker on the university’s 1983 Division III national championship team.

After his collegiate career, Maloof began to take interest in coaching.

His older brother, Kevin, was a successful head coach at Loganville, Meadowcreek and Dacula High School and gave Maloof his start into high school coaching. Maloof was on his brother’s coaching staffs at those schools from 1985 to 1995 before landing his first head coaching job at Tucker High School in 1996. Between Maloof’s late father and brother, he has over 70 years of high school football coaching to model after.

Before being hired to his post at Norcross in 1999, Maloof assisted teams with West Georgia (one season), Loganville (one season), Meadowcreek (five seasons) and Dacula (five seasons).

In the last 25 years at Norcross, Maloof has won back-to-back state titles (2012 and 2013) and has been the high school coach of more NFL players than any other Georgia coach. Those NFL players include Alvin Kamara, Jake Camarda, Max Garcia, Jason Croom, Chris Herndon, Jared Pinkney, Robert Beal and the Atlanta Falcons’ own, Lorenzo Carter.

“He cares so much about us as players and as men,” explained Atlanta Falcons Linebacker Lorenzo Carter. “It shows on the field that he continuously has good teams and players that want to play for him. Players always want to come back and give back to the team to motivate those younger guys. He deserves this.”

The bond remains strong between Maloof and the athletes who have progressed to play football at the highest level. “Lorenzo and a lot of the other guys come around during the summer to talk to our kids,” said Maloof. “It’s really a lot of fun to see them talk to our kids about character and what it takes to be successful.”

For Maloof and the Blue Devils, consistency is key. When building a consistent team, Maloof stated, “Hard work by your players, the coaches and buying in to your off-season activities – the weight room, academics and walking the hallways with your head held high; being a leader in the school.”

Currently, Keith and George Maloof are one of three father-son pairs to win state titles in Georgia. The others are Chip and Rodney Walker and Hal and Ray Lamb.

The father-son duo moved into fourth place this season in coaching victories for a father and son with 360. Ahead of them are the Lambs (451), the Walkers (420) and Jim Walsh Sr. and Jr. (371).

Maloof’s record in 28 seasons as a head coach is 224-99 with seven region titles in addition to his two state titles.

In 2023, Maloof passed retired Parkview High School coach Cecil Flowe for the most victories in Gwinnett County Schools history. Maloof is 202-88 at Norcross and in Gwinnett, making him Gwinnett’s first 200-game winner. Flowe’s record was 197-67. Maloof’s 200th Norcross victory came against Meadowcreek High School on October 20, 2023.

The team aspect is the main reason why Maloof loves football. “It’s an ultimate team sport” he said. “In other sports, an individual can pretty much take over, but in football, you’ve got to use everybody else. Football is a sport about role players, it’s not just about one guy. It’s about a bunch of different people playing together to reach one common goal.”

Although the on-field successes are great, Maloof has a heavy focus on ensuring his players get into college. He recognizes that playing at the next level is a dream that many of his students have, but makes certain that each of them are focused on securing a college education. “The tradition of what we do to help kids go to college and to be productive in society is what we are focused on,” Maloof explained.

Maloof is known for regularly checking in on his players when it comes to their academics and accountability. He is intentional on having his team hold each other accountable both on and off the field. He turns to his senior class each year to ensure they are not only keeping others on the right track, but developing themselves as well.

Maloof is vocal on the importance of his senior class. “I love having seniors because that’s what our job is. Our job is to keep kids in the program. Whether they are the starters, the back ups or whatever part, we are all they have. And they are all going off to college in one way or the other, whether its football or to get an education. Those are the values that our program is built on and we are going to continue to do that.”

The Atlanta Falcons are proud to select Head Coach, Keith Maloof of Norcross High School as the 2023 Atlanta Falcons Coach of the Year.

GIRLS FLAG FOOTBALL



Since 2016, the Atlanta Falcons have been committed to establishing, growing and sanctioning the sport of girls flag football. In 2018, the Atlanta Falcons began their approach with Georgia by targeting and securing the largest county in the state, Gwinnett County, to pilot the program. The following year, five more counties successfully joined and 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 and it was during this year 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, the Atlanta Falcons poured resources out west and began a pilot program with three schools in Montana; 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. In 2023, the sport continued to expand across all three markets with additional schools and counties offering girls flag football.

2023



Georgia - 250 Schools



Alabama - 75 Schools



Montana - 5 Schools





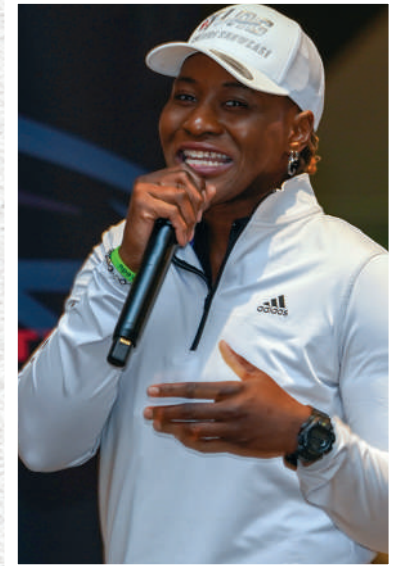
SPRING GIRLS FLAG FOOTBALL CLINIC AND COACHES SEMINAR PRESENTED BY CHILDREN'S HEALTHCARE OF ATLANTA

The Atlanta Falcons hosted a Girls Flag Football Clinic and Coaches Seminar in Valdosta and Blue Ridge. Current and prospective girls flag football players and coaches across the state of Georgia were taught the fundamentals and rules of high schools girls flag football from Atlanta Falcons Legends and NFL experts.

FALL GIRLS FLAG FOOTBALL CLINIC AND COACHES SEMINAR

PRESENTED BY CHILDREN'S HEALTHCARE OF ATLANTA

The Atlanta Falcons hosted over 300 girls flag football athletes and nearly 100 coaches to a flag football clinic and coaches seminar at the Atlanta Falcons Training Facility. Athletes learned how to enhance their skills from NFL FLAG experts and NFL Legends while coaches heard from notable speakers on how to build a winning team. Notable speakers included Mike Smith, former Atlanta Falcons Head Coach, along with Atlanta Falcons Legends and NFL Legends, Marquis Floyd and Bobby Howard.



NFL FLAG COLLEGE SHOWCASE

PRESENTED BY CHILDREN'S HEALTHCARE OF ATLANTA

The NFL FLAG College Showcase presented by Children's Healthcare of Atlanta was held at Mercedes-Benz Stadium with nearly 200 high school girls flag football players in attendance. Athletes had the opportunity to showcase their skills in front of NAIA and NJCAA coaches and over 40 offers were awarded onsite. Dietmar Exler, EVP and Chief Operating Officer of Mercedes-Benz Stadium, and Izell Reese, CEO of RCX Sports, were in attendance alongside Atlanta Falcons players.





WOMEN'S FLAG FINALS

The 2023 Women's Flag Football Finals games began at Franklin Gateway Sports Complex. As bracket play continued, winning teams then played at The Home Depot Backyard and in Mercedes-Benz Stadium. On Saturday, May 20, the first ever NJCAA Women's Flag Football Championship was awarded to Florida Gateway College. Following the NJCAA championship game, Ottawa University from Kansas and Thomas University from Georgia entered a double elimination round where Ottawa secured their third NAIA Women's Flag Football Championship.



GIRLS FLAG FOOTBALL CLINICS IN MONTANA

The Atlanta Falcons and NFL FLAG hosted current and prospective girls flag football athletes to two Girls Flag Football Clinics in Billings and Missoula, Montana. NFL FLAG coaches and Atlanta Falcons Legends led clinic drills teaching athletes the fundamentals and rules of high school girls flag football.



MONTANA GIRLS FLAG FOOTBALL GRANTS

The Atlanta Falcons and Arthur M. Blank Family Foundation provided five high schools in Montana with a grant to help field a girls flag football team.



MONTANA HIGH SCHOOL RECIPIENTS

1. Flathead High School
2. Butte High School
3. Glacier High School
4. Lockwood High School
5. St. Ignatius High School



MONTANA HIGH SCHOOL GIRLS FLAG FOOTBALL CHAMPIONSHIPS

The second ever Montana High School Girls Flag Football Championship, funded by the Atlanta Falcons, was broadcasted throughout the state. For the second year, the Kalispell Glacier Wolfpack defeated the Kalispell Flathead Bravettes.





GIRLS FLAG FOOTBALL IN DETROIT

On Sunday, September 24, at the Atlanta Falcons vs. Detroit Lions game, Georgia girls flag football athletes and coaches from Southeast Bulloch High School participated in the Detroit Lions "Women in Football" themed game to celebrate the countless ways in which women impact the game.

GIRLS FLAG FOOTBALL GRANTS

The Atlanta Falcons and Arthur M. Blank Family Foundation provided 70 high schools across the states of Georgia and Alabama with a grant to help field a girls flag football team.

GEORGIA HIGH SCHOOL RECIPIENTS:

- | | |
|--|--------------------------------------|
| 1. Alexander High School | 23. Jackson High School |
| 2. Callaway High School | 24. KIPP Atlanta Charter High School |
| 3. Chamblee High School | 25. LaFayette High School |
| 4. Claxton High School | 26. Laney High School |
| 5. Colquitt County High School | 27. Long County High School |
| 6. Creekside High School | 28. Lowndes High School |
| 7. Cross Creek High School | 29. Macon County High School |
| 8. Discovery High School | 30. Monroe Area High School |
| 9. Dougherty Comprehensive High School | 31. Perry High School |
| 10. Dr. Martin Luther King Jr. High School | 32. Peachtree Ridge High School |
| 11. D.M. Therrell High School | 33. Richmond Academy |
| 12. East Jackson High School | 34. Spalding High School |
| 13. Emanuel County Institute | 35. Statesboro High School |
| 14. Fannin County High School | 36. Swainsboro High School |
| 15. Fayette County High School | 37. Thomson High School |
| 16. Greater Atlanta Christian School | 38. TW Josey High School |
| 17. Greene County High School | 39. Valdosta High School |
| 18. Harris County High School | 40. Veterans High School |
| 19. Herschel V. Jenkins High School | 41. Villa Rica High School |
| 20. Hiram High School | 42. Washington County High School |
| 21. Houston County High School | 43. Windsor Forest High School |
| 22. Jackson County High School | 44. Woodville Tompkins High School |



ALABAMA HIGH SCHOOL RECIPIENTS:

- | | |
|--------------------------------|--|
| 1. Alma Bryant High School | 15. John L. Leflore Magnet High School |
| 2. Anniston High School | 16. Lanier High School |
| 3. B.C. Rain High School | 17. Mae Jemison High School |
| 4. Baker High School | 18. Mary G. Montgomery High School |
| 5. Boaz High School | 19. McAdory High School |
| 6. Brookwood High School | 20. Orange Beach High School |
| 7. Calhoun High School | 21. Prattville High School |
| 8. Citronelle High School | 22. Satsuma High School |
| 9. Cleburne County High School | 23. Selma High School |
| 10. Daphne High School | 24. Shelby County High School |
| 11. Davidson High School | 25. Theodore High School |
| 12. Gadsden City High School | 26. Vigor High School |
| 13. Grissom High School | |
| 14. Holt High School | |



GEORGIA GIRLS FLAG FOOTBALL STATE CHAMPIONSHIPS

The Atlanta Falcons and Mercedes-Benz Stadium hosted the GHSA Girls Flag Football State Championship games.

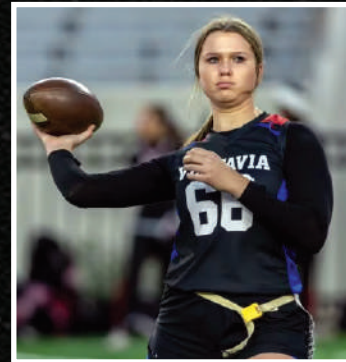
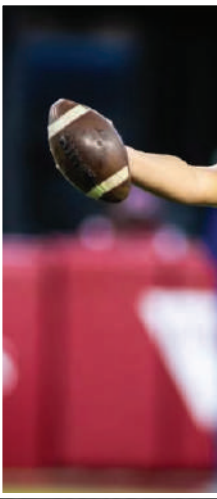
- Southeast Bulloch defeated North Oconee 14-0 in the Division I state championship game; winning their third consecutive state title.
- Greenbrier defeated Lithia Springs 14-6 to win the Division 2 state championship game.
- Pope defeated Allatoona 14-13 to win the Division 3 state championship game.



ALABAMA GIRLS FLAG FOOTBALL STATE CHAMPIONSHIPS

The Atlanta Falcons traveled to Alabama to cheer on the girls flag football state championship games. The Central-Phenix City girls flag football team defeated Vestavia Hills 25-0 to win the AHSAA Class 6A-7A championship while Wenonah beat Montgomery Catholic 19-12 during overtime to win the 1A-5A championship game.

At its July meeting, the Alabama High School Athletic Association (AHSAA) Central Board voted to sanction girls flag football as a championship sport beginning with the 2024-25 and 2025-26 classification periods.





GIRLS FLAG FOOTBALL ALL STAR GAME PRESENTED BY CHILDREN'S HEALTHCARE OF ATLANTA

The Atlanta Falcons hosted the Girls Flag Football All Star Game at the Atlanta Falcons Training Facility. Over 50 Georgia All Star girls flag football athletes and eight coaches competed in the two games.



ATLANTA FALCONS TRAILBLAZER AWARD

PRESENTED BY GEORGIA POWER

Modeled after one of the most prestigious awards in the NFL, the Walter Payton NFL Man of the Year Award, the Atlanta Falcons Trailblazer Finalist presented by Georgia Power honors high school girls flag football athletes who exemplify leadership, community service and teamwork. Finalists were nominated by their head coach and were each honored at an Atlanta Falcons home game.

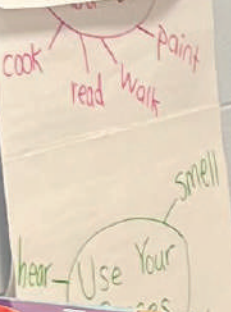
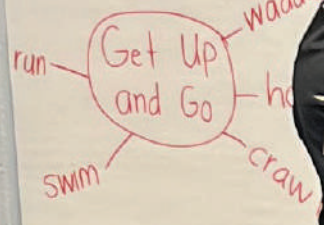
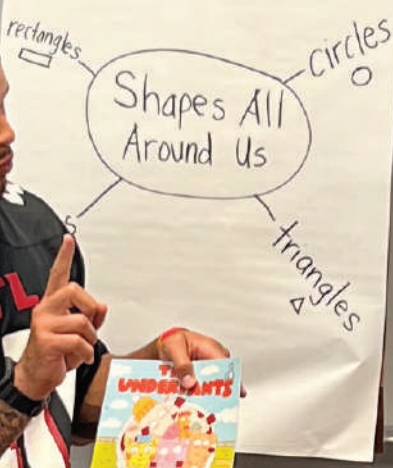
Finalists:

- **Malia Burkes – Peachtree Ridge High School (Overall Winner)**
- Kyleigh Sizemore – Long County High School
- Clark Hamilton – Blessed Trinity Catholic High School
- Hannah Williams – Elite Scholars Academy



PLAYER OUTREACH





Project to ScreenBeam BCCS

- Windows: Connect with Miracast by swiping from right or pressing both + K
- iOS or macOS: Connect with AirPlay

Ethernet: Unplugged
IP: 10.200.44.149

Wireless: Connected
IP: 10.200.44.149

Miracast P2P: AGO
Channel: 161 (JIS)

Management: CM3
Address: fcscreenbeam.fcs.org



YOUNGHOE KOO AT THE CAPITAL

Atlanta Falcons Kicker, Younghoe Koo, was honored at the Georgia State Capitol for his dedication to the state of Georgia on and off the field. State House Representative and Atlanta Falcons Legend, Dewey McClain, was in attendance.





ATLANTA FALCONS PLAYERS YOUTH FOOTBALL CAMPS

Throughout the spring, Atlanta Falcons players hosted free youth football camps in their hometowns across the country.

- Running Back, Tyler Allgeier
- Linebacker, Troy Andersen
- Defensive Tackle, Timmy Horne
- Defensive Tackle, Grady Jarrett
- Kicker, Younghoe Koo
- Fullback, Keith Smith
- Tight End, Jonnu Smith
- Cornerback, A.J. Terrell Jr.



BARBERSHOP VIDEO

Atlanta Falcons players and Legends participated in a round table conversation, moderated by Harry Douglas, at a local barbershop discussing topics including playing careers, the upcoming season and living in Atlanta. Current players in attendance included Jessie Bates III, Calais Campbell and Jonnu Smith alongside Atlanta Falcons Legends, John Abraham and Harry Douglas.



GRADY GIVES WEEKEND

Atlanta Falcons Defensive Tackle, Grady Jarrett, hosted his 8th annual Grady Gives Weekend. The weekend consisted of several events designed to raise funds and support literacy awareness, anti-bullying efforts, pediatric cancer research and helping young adults find their purpose in life. The weekend's events included a celebrity tournament at Top Golf, a combine for high school athletes and a youth football camp.



CALAIS CAMPBELL WELCOME TO ATLANTA COMMUNITY TOUR

Atlanta Falcons Defensive End, Calais Campbell, spent the day in the Atlanta community visiting patients and families at Children's Healthcare of Atlanta, followed by a trip to Publix to surprise single mothers with a shopping spree for groceries and other necessities.



DIRTY BIRDS PEP RALLY PRESENTED BY TRUIST

The Atlanta Falcons hosted a season kickoff event at Atlantic Station with fans and special guests to celebrate the beginning of the season. Atlanta Falcons players and Legends as well as Head Coach, Arthur Smith, and General Manager, Terry Fontenot, were in attendance.



CALAIS CAMPBELL 100 SACK GIVE BACK

In celebration of recording his 100th career sack, Defensive End, Calais Campbell, and his foundation, Charles R. Campbell Foundation commemorated the accomplishment at Centennial Academy Charter School with a \$25,000 donation to support teachers in under-resourced schools through Kids In Need Foundation. Twenty-five teachers from each city where he has played professionally – Phoenix, Jacksonville, Baltimore, and Atlanta – were selected from Kids In Need Foundation's Supply A Teacher program as a part of the celebration. Calais also invited 25 teachers to attend the Atlanta Falcons vs. Tampa Bay Buccaneers game on Sunday, December 10, 2023.



CALAIS CAMPBELL SHOPPING SPREE

Calais Campbell treated more than 75 students from Booker T. Washington High School to an evening of shopping for shoes and other necessities.





MACK HOLLINS SPECIAL OLYMPICS TOUR

Atlanta Falcons Wide Receiver, Mack Hollins, hosted 10 Special Olympics athletes to a special tour of Mercedes-Benz stadium including a Q&A in the locker room and a skills and drills clinic in The Home Depot Backyard. Athletes received a special Mack Hollins jersey and Atlanta Falcons giveaways.



BRADLEY PINION PUNTS FOR PURPOSE

Atlanta Falcons Punter, Bradley Pinion, teamed up with Compassion International to launch "Punts for Purpose"; an initiative that pledges a monetary amount for every punt the team sends inside the 20-yard line. Donations benefit Compassion International's mission to empower local churches to provide individualized and holistic care to children in poverty, so they are free to learn, grow, play and dream. Pinion recruited more than 10 punters around the league to participate.



ATLANTA MISSION SPECIALISTS THANKSGIVING DINNER

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. Freddie Falcon and Atlanta Falcons Cheerleaders joined the group to serve dinner and bring smiles ahead of the Thanksgiving holiday.



ATLANTA MISSION GRADY JARRETT THANKSGIVING DINNER

Atlanta Falcons Defensive Tackle, Grady Jarrett, funded a catered dinner for over 300 men of The Atlanta Mission: The Shepherd's Inn. Atlanta Falcons Linebacker, Bud Dupree, 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.



COMMUNITY MONDAYS AND TUESDAYS

Throughout the 2023 season, the Atlanta Falcons hosted Community Mondays and Tuesdays where current players served the local community in a variety of different ways.

- Ronald McDonald House Visits
- Boys and Girls Clubs Visits
- Science, Technology, Engineering, Arts and Mathematics (STEAM) Truck Programming
- Elementary School Reading Opportunities
- Solomon's Temple Meal Service
- Virtual Calls with Aaron Cohn Youth Detention Center
- Children Healthcare of Atlanta Visits
- High School Football Practice Visits





MY CAUSE MY CLEATS

My Cause My Cleats 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 40 members of the Atlanta Falcons organization participated in the NFL initiative:



- AJ Terrell Jr. – Atlanta Mission
- Andre Smith Jr. – Black Women's Health Imperative
- Barry Wesley – Covenant House of Georgia
- Bijan Robinson – Bijan Robinson Foundation
- Bradley Pinion – Compassion International
- Bud Dupree – First 48 Charity
- Calais Campbell – The Elephant in the Room
- Carlos Washington Jr. – American Society for Deaf Children
- Chris Lindstrom – Best Buddies
- Cordarrelle Patterson – Pregnancy and Infant Loss
- Demone Harris – Center for Black Women's Wellness
- Desmond Ridder – Mal Mal's Pals
- Drake London – Special Olympics
- Fernando Velasco *coaching staff – Young Men United of Jefferson County
- Frank Darby – Autism Speaks
- Grady Jarrett – Grady Gives Foundation
- Jeff Okudah – The Leukemia and Lymphoma Society
- Joe Gaziano – Jimmy Fund
- John FitzPatrick – American Brain Tumor Association
- Jonnu Smith – The Nu Family Foundation
- Kaden Ellis – Georgia Kids Belong
- Kaleb McGary – The Strong Side Foundation
- Keith Smith – Smith Effect Foundation
- Kentavious Street – Paws Atlanta
- Kyle Hinton – Adopt A Classroom
- Kyle Pitts – Boys and Girls Club
- Liam McCullough – Memorial Sloan Kettering Cancer Center
- Logan Woodside – Skin Cancer Foundation
- Lorenzo Carter – United Way
- Lovie Tabron *coaching staff – MOM-O
- Mack Hollins – Thumbs Up Mission
- Matt Schaub *coaching staff – The Coach Knapp Memorial Fund
- Matthew Bergeron – Football Quebec
- Micah Abernathy – Ralph David Abernathy III Foundation Inc.
- Nate Landman – Responder Rescue
- Natrone Books – Breast Cancer Research Foundation
- Richie Grant – At-Promise Boys and Girls Club
- Sarah Hogan *coaching staff – The Coach Knapp Memorial Fund
- Scotty Miller – Cerebral Palsy Foundation
- Storm Norton – Alzheimer's Association
- Taylor Heinicke – The Mighty Millie Foundation
- TJ Yates *coaching staff – The Coach Knapp Memorial Fund
- Tre Flowers – The Giving Flowers Foundation
- Tyler Allgeier – The White Ribbon Project

ROOMS TO GO MAKEOVERS

Atlanta Falcons Running Back, Tyler Allgeier, 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 Tyler helped clean, assemble furniture and decorate the homes.



EMORY HOSPITAL VISIT

Atlanta Falcons players visited the nursing, emergency, kitchen and security staff at Emory University Hospital Midtown to thank them for their commitment to the Atlanta community.



TRUIST INSIDE THE HUDDLE

Atlanta Falcons Linebacker, Bud Dupree, and Fullback, Keith Smith, along with Legends, Reggie Kelly and Bryan Scott, sat down with Truist clients to discuss the importance of small businesses in the city of Atlanta, community engagement and Atlanta's culture.



HOLIDAY TEAM STORE SIGNING

In honor of the holiday season, Atlanta Falcons Defensive Backs, Jessie Bates III and Dee Alford, signed autographs and took photos with fans who donated toys to Toys for Tots at the Atlantic Station Team Store.





HOLIDAY CAROLING

Atlanta Falcons players and staff members, along with Santa Claus, visited Children's Healthcare of Atlanta 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.

GRADY GIVES TOY DRIVE

Atlanta Falcons Defensive Tackle, Grady Jarrett, hosted his annual Toy Drive through the Grady Gives Foundation. Grady provided over 1,000 toys to local families and children in need during the holiday season.



KYLE PITTS HOLIDAY CELEBRATION

Atlanta Falcons Tight End, Kyle Pitts, hosted a pep rally at Jordan Middle school to celebrate students' first semester achievements. Kyle donated gifts to students who met academic and behavioral requirements.





KEITH SMITH HOSTS 'A DECEMBER TO REMEMBER'

Atlanta Falcons Fullback, Keith Smith, provided a holiday shopping spree to 50 high school students and young adults experiencing homelessness. Atlanta Falcons players, Tyler Allgeier and Jacob Saylor, also attended the event and shopped with attendees.



YOUNGHOE KOO HOLIDAY TOY GIVE BACK

Atlanta Falcons Kicker, Younghoe Koo, provided a fun evening of food and games to 25 youth from the Boys and Girls Club of Metro Atlanta. Younghoe surprised each attendee with holiday gifts at the end of the night.



CHRISTMAS WITH CALAIS CAMPBELL

Atlanta Falcons Defensive End, Calais Campbell, hosted his 16th annual holiday shopping spree for children in need with 50 middle school students from Centennial Academy Charter School.



DAVID ONYEMATA HOLIDAY SHOPPING SPREE

Atlanta Falcons Defensive Tackle, David Onyemata, surprised 15 local westside families in need from CHRIS 180 with a shopping spree in honor of the holidays.



ARNOLD EBIKETIE AND DEANGELO MALONE HOLIDAY SHOPPING SPREE

Atlanta Falcons Linebackers, Arnold Ebiketie and DeAngelo Malone, co-hosted youth from a local boys and girls club to a holiday shopping spree. Atlanta Falcons Offensive Lineman, Justin Shaffer, and Legend, Jerious Norwood, also attended and shopped with the youth.



JESSIE BATES III HOLIDAY GIVE BACK

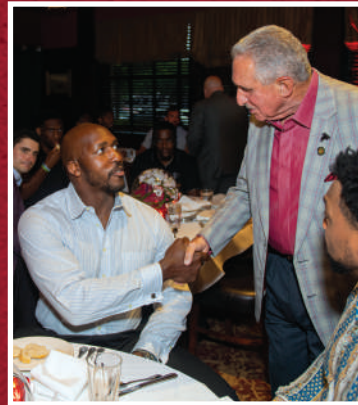
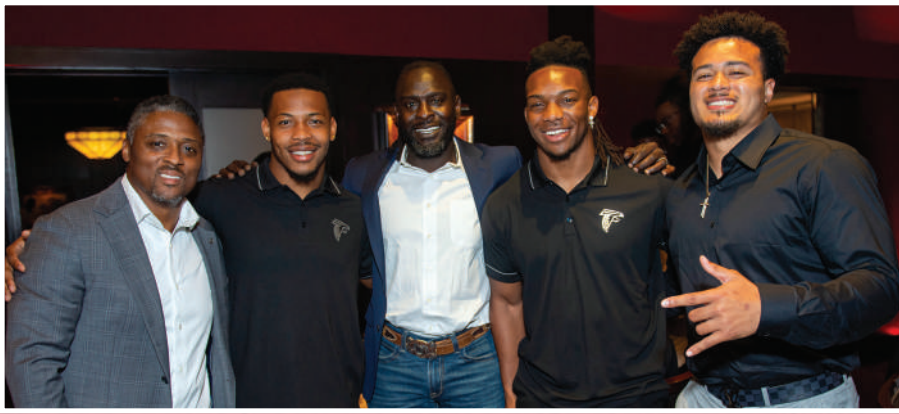
Atlanta Falcons Safety, Jessie Bates III, provided and served dinner to women and children experiencing homelessness at Solomon's Temple. After dinner, Jessie provided Solomon's Temple with a \$30,000 grant to help continue their work with single mothers. Jessie also surprised 15 families with gift cards in honor of the holidays and hosted them in a suite for the Atlanta Falcons Christmas Eve game vs. Indianapolis Colts.





COMMUNITY PROGRAMS





ROOKIE CLUB DINNER

The Atlanta Falcons Rookie Club 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.

ROOKIE CLUB YOUTH FOOTBALL CAMP

The Atlanta Falcons 2023 Rookie Class hosted more than 80 students from local Boys and Girls Clubs to a free youth football camp at the Atlanta Falcons Training Facility. Alongside the rookies, Atlanta Falcons Legends served as coaches.





ROOKIE CLUB GOLF OUTING PRESENTED BY NORFOLK SOUTHERN

The Atlanta Falcons 2023 Rookie Class hosted families from Tuesday's Children to an evening of fun, dinner and golf. Tuesday's Children is an organization that provides support to families and children who had military family members effected by 9/11.



9/11 MEAL PACK DAY

Atlanta Falcons Legends, Freddie Falcon and Atlanta Falcons Cheerleaders assisted with packing non-perishable meals for individuals and families in need.

DAZZLE & DINE PRESENTED BY GRADY HEALTH SYSTEM

The Atlanta Falcons honored 10 breast cancer fighters and survivors by treating them to a day of pampering and dinner. The women were treated to VIP services at Mercedes-Benz Stadium before arriving to an exclusive dinner served by Atlanta Falcons players.



CITY OF SUWANEEN PLAYGROUND BUILD

Associates from the Blank Family of Businesses, Atlanta Falcons players, Legends, cheerleaders and Freddie Falcon came together to help build the foundation of the new Play Town Suwanee Playground.



HOMETOWN HUDDLE PRESENTED BY CIGNA

The entire Atlanta Falcons roster, Legends, Freddie Falcon and Atlanta Falcons Cheerleaders participated in a day of service across various locations in the city of Atlanta for the annual Hometown Huddle volunteer project.

Locations:

- Children's Healthcare of Atlanta – Scottish Rite (Gaming, Activities)
- Children's Healthcare of Atlanta – Egleston (AFLAC Meal Donation, Arts and Crafts)
- Frank Leiby Stanton Elementary (Teacher Appreciation)
- Scott Elementary (Teacher Appreciation)
- Virginia Highland Elementary (PE Class)
- M. Agnes Jones Elementary (PE Class)
- Covenant House (Indoor Games)
- Crossroads Community Ministries (Serving Lunch)
- Atlanta Mission – Men's Shelter (Serving Lunch) – Legends
- Multiple local cheer classes across the city – Atlanta Falcons Cheerleaders
- Meals on Wheels – Freddie Falcon





ROOKIE CLUB HALLOWEEN EVENT PRESENTED BY NORFOLK SOUTHERN

In partnership with Norfolk Southern, the 2023 Rookie Class spent time with patients at Children's Healthcare of Atlanta on Halloween.

RIVALRY 50/50 RAFFLE

The Atlanta Falcons and the New Orleans Saints set aside their fierce rivalry to come together for a greater cause. The teams successfully raised over \$250,000 each through a 50/50 raffle initiative during their head-to-head matchups this past season. This provided fans with a unique opportunity to contribute to the missions of former NFL players Tim Green and Steve Gleason, whose efforts in the fight against ALS have inspired millions. The NFL Foundation also pledged its support by contributing an additional \$100,000 to this noble cause, making the total amount raised \$600,000.

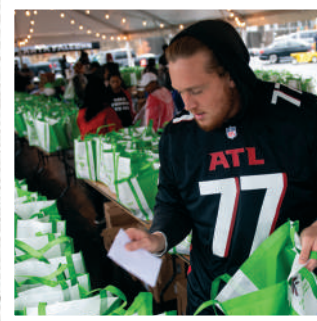
The NFL Foundation, the philanthropic arm of the National Football League, has a history of supporting various charitable initiatives; and their contribution, alongside both teams, will help make a significant impact in the ALS community.

The funds raised by the Falcons and the Saints along with the contribution by the NFL will play a crucial role in advancing research, providing patient support and raising awareness for ALS. Tim Green's Tackle ALS charity and the Team Gleason Foundation are at the forefront of these efforts; and the generosity of fans, players and communities from Atlanta and New Orleans will significantly bolster their impactful work and hopefully inspire others to get involved in charitable causes.



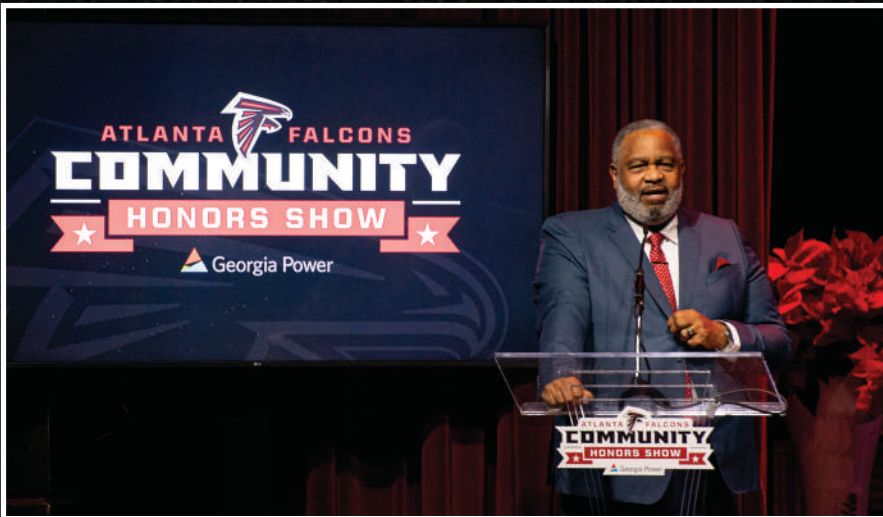
FALCONS FEAST PRESENTED BY PUBLIX

The Atlanta Falcons offensive and defensive linemen, with support from Publix, provided 1,000 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.



ROOKIE CLUB FIRE STATION VISIT PRESENTED BY NORFOLK SOUTHERN

The 2023 Rookie Class visited with local Hall County first responders to thank them for their service. Players had the chance to interact with K9's, participate in simulations and gifted the fireman with patio furniture for their fire station.



COMMUNITY HONORS SHOW PRESENTED BY GEORGIA POWER

The Atlanta Falcons hosted the 14th annual Community Honors Show, a 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, and ended with the recognition of the Atlanta Falcons Walter Payton NFL Man of the Year nominee. Nine Atlanta Falcons players were honored at the show as Community All Stars for their efforts in the community.



ATLANTA FALCONS 2023 WALTER PAYTON NFL MAN OF THE YEAR NOMINATION

PUNTER, BRADLEY PINION



Atlanta Falcons Punter, Bradley Pinion, is the Atlanta Falcons 2023 Walter Payton Man of the Year nominee. Through nine games this season, Bradley has punted 40 times for 1,902 yards (47.6 gross; 42.0 net), including 13 punts inside the 20-yard line and a long of 62 yards. Pinion's 47.6 gross average and 42.0 net average both set single-season career highs for the ninth-year punter out of Clemson. Pinion has also matched his career high with six punts inside the 10-yard line and two punts inside the five.

In addition to punting, he also handles kickoffs and holding responsibilities on field goal and point after attempts. Currently, 83.3 percent of Pinion's kickoffs have resulted in touchbacks, while he's served as a crucial part of a kicking operation that has connected on 20-of-21 attempts this season, including a league-leading two game-winning field goals.

Despite having the position of punter, that some would argue is a little less known of a position than others on the team, Bradley truly understands the power in the platform he has and the responsibility it holds. He, along with his wife Kaeleigh, have recognized the profound ability his position in the NFL has to give back in the community and are using it to the fullest.

This season they created "Punts for Purpose" and for every punt that Bradley kicks that falls within the 20-yard line, \$1,000 will be donated to charity. The charity that benefits from this program, Compassion International, supports child survival centers in the developing world to increase survival statistics among childbirth worldwide. The money raised through Punts for Purpose specifically supplies mothers and babies with access to healthcare, food and clean water until the baby turns one.

This idea sparked from a trip Bradley and his wife took to Tanzania, Africa this past offseason. They have been helping fund two development centers in that region and wanted to see all the work done at the grassroots level. They spent over a week visiting children they are helping have access to the healthcare they need.

This specific program is even more poignant for the Pinions after learning they'll be expecting their first child in January. "Knowing what my wife is going through, what we're going through," Bradley said, "and all the resources we have and that these people may not have those same resources has really put a driving force behind that."

In addition to Punts for Purpose, Bradley has participated in several community events throughout the season. Along with the other specialists, he funded their annual Thanksgiving dinner for women and children at the Atlanta Mission: My Sister's House. He has also been a part of several other events, including showing appreciation to military during a visit to Clay National Guard, speaking with youth at a local detention center, cooking for breast cancer survivors at the annual Dazzle and Dine event, among many other acts of giving back to the community.

Bradley Pinion's "Punts for Purpose" idea is no new concept to him and his wife. Over the years as a punter, he has consistently used his platform to give back in ways he and his wife are passionate about. While a punter with the Tampa Bay Buccaneers, Pinion started a "Punts for Pups" program. For every punt that landed within the 20-yard line, they sponsored a dog at a local shelter and covered the adoption fees. In addition to covering costs, Bradley and his wife would visit the local animal shelter the day after each game.

Since joining the Atlanta Falcons in 2022, Bradley has made a consistent impact in the community.

Last season, he funded a dinner and visited the local Ronald McDonald House, an organization that provides a home away from home for families of sick and injured children receiving care at local hospitals. Bradley provided a special meal for the families and stayed to play games and visit with the families for the evening, along with his teammates he recruited to attend.

Last season he also regularly attended community events hosted by the team each week. Bradley helped spread cheer to season ticket members in the community, visited service members at military bases (including Joint Base Lewis McChord in Seattle for a joint visit with the Seahawks), spent time reading to students at elementary schools, showed appreciation to nurses at the local children's hospital, played games and bowled with active-duty military members and visited wounded veterans at the Shepherd's Center, among many other acts of giving back in the community throughout last year.

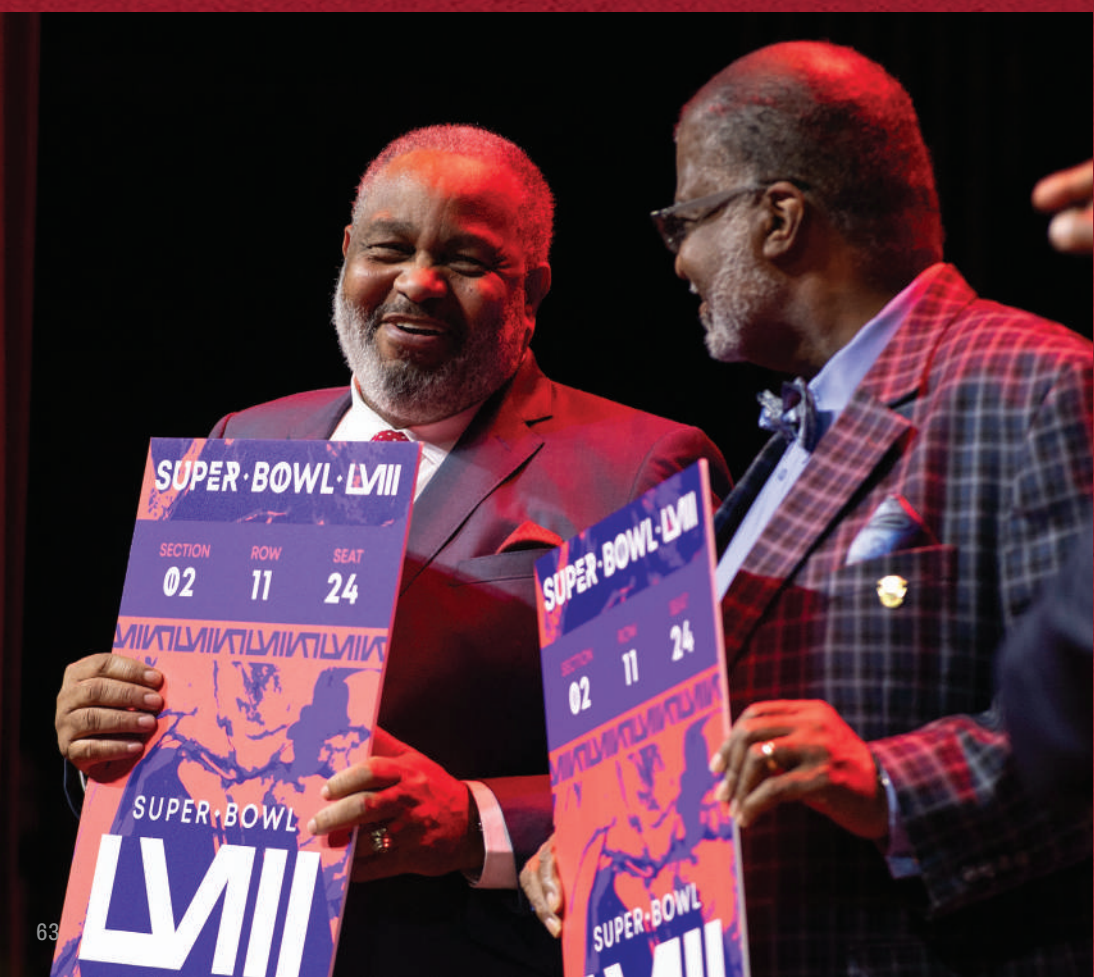
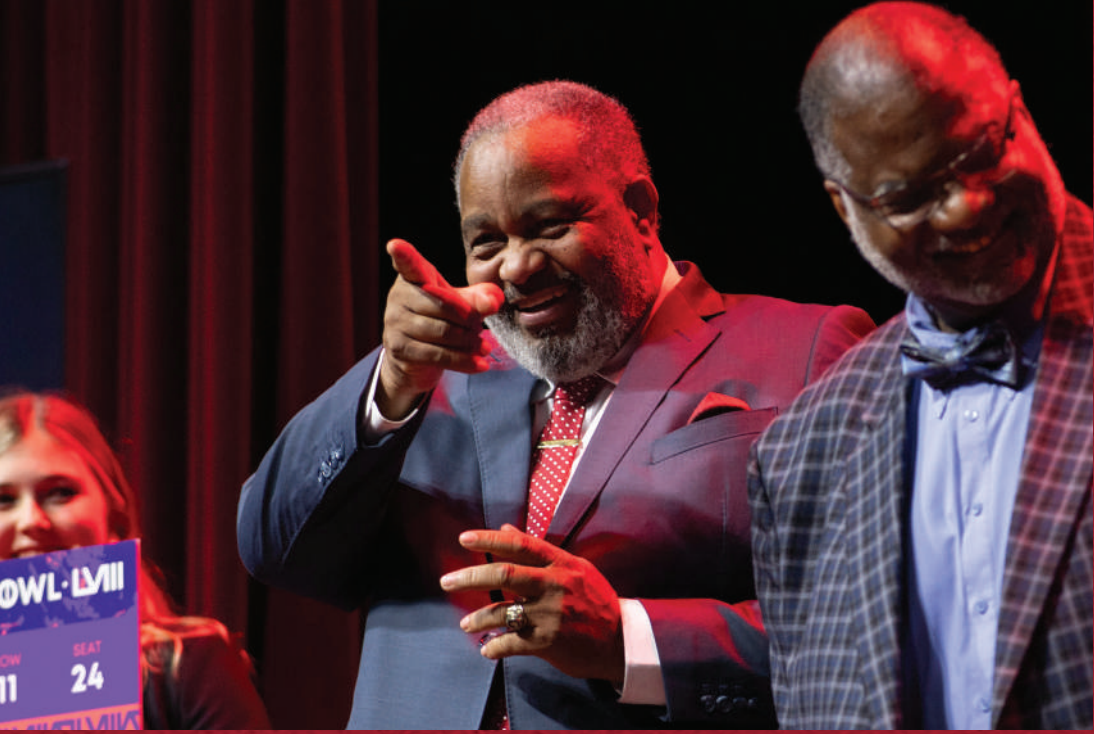
While gentle in demeanor, there is no doubt that Bradley Pinion is a strong force in the locker room. His genuine passion for giving back and using his platform has permeated to many other players on the team. He truly has led by example just by showing others the impact players can have by participating in community events, as well as hosting their own events or starting their own community programs.

Not only has he led the way in the Atlanta Falcons locker room, but he has also spread his passion for giving back among others across the league. In addition to Bradley pledging his donations to charity this season, he also has encouraged other punters around the NFL to do the same for the season – including Jake Bailey (MIA), Corey Bojorquez (CLE), Sam Martin (BUF) and Tress Way (WASH).

Bradley not only talks the talk, but he clearly walks the walk when it comes to giving back, which has inspired so many others to do the same. He understands he only has this platform for so long and wants to make the most of it.

"We've been blessed beyond belief," Bradley said. "We're just trying to give back any way possible." Bradley Pinion is truly the epitome of what it means to give back.







INSPIRE CHANGE CHANGEMAKER AWARD **ANTHONY RAY HINTON**

It's one thing to talk the talk, but it's another to walk the walk. In the case of Anthony Ray Hinton, he has done just that.

Nearly 30 years ago, Hinton was wrongly sentenced to death row for two capital murders he did not commit, due to inconclusive evidence and various people involved in the case who had a history of racial bias.

While on death row, Hinton had to find a way to keep the faith. He organized a book club and it quickly grew in popularity among inmates as a good escape from their circumstances. However, in the end, Hinton ended up being the only member of the book club left on death row due to all the other members being executed.

After previous attempts failed to overturn his sentencing, lead attorney Bryan Stevenson finally led the attempt that proved Hinton's innocence. On April 3, 2015, Hinton walked out of jail as a free man and to this day is one of the longest serving death row prisoners in Alabama.

Since being exonerated, Hinton works tirelessly to ensure what happened to him, doesn't happen to others. He has spoken various times about the injustices of the Alabama judicial system, as well as other concerns related to imprisonment. He works closely with the Equal Justice Initiative (EJI) in Alabama as a Community Educator, committed to ending mass incarceration and excessive punishment, while also challenging racial and economic injustice.

Through his work at the EJI, together they have provided legal assistance to members of death row. Many death row inmates are found innocent or wrongly convicted through documented widespread racial bias. Since 1973, 195 people have been exonerated and released from death row. Also, for every eight people executed, one person has been exonerated.

In addition to his work advocating for justice, he is also the author of *The Sun Does Shine* which has been described as a "story about truth, justice and the need for criminal justice reform."

MILITARY OUTREACH





FALCON

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FORT STEWART BASE VISIT

Atlanta Falcons players and Legends visited Fort Stewart and participated in military simulations, explored tank displays and hosted a pep rally to meet and spend time with military members and their families.



FISHING WITH THE FALCONS PRESENTED BY ZAXBY'S

The Atlanta Falcons and Zaxby's hosted the 15th annual Fishing with the Falcons where players, Legends and 20 active duty military members participated in an offshore fishing tournament in Savannah, Georgia.



USO TOUR

Atlanta Falcons players, executives and coaches participated in a USO Tour visiting various military bases in Germany, Romania and Bulgaria. Attendees participated in military simulations and spent time with active duty military members.

Players:

- Linebacker, Lorenzo Carter
- Kicker, Younghoe Koo
- Tight End, Feleipe Franks

Executives:

- Steve Cannon, Vice Chairman, AMBSE
- Arthur Smith, Head Coach
- Ryan Nielsen, Defensive Coordinator



CLAY NATIONAL GUARD AT DOBBINS AIR RESERVE BASE VISIT

In celebration of the Season Kickoff, Atlanta Falcons players and Legends visited Clay National Guard at Dobbins Air Reserve Base. Players and Legends were taken on Black Hawks across the city, encouraged JROTC students through a fitness test, had lunch with military members and hosted a meet and greet for military and their families.



TAPS VIP LONDON EXPERIENCE

In collaboration with the Jacksonville Jaguars, the Atlanta Falcons hosted 12 TAPS families to a special weekend full of unique experiences leading up to the Atlanta Falcons vs. Jacksonville Jaguars game in London. Families were treated to dinner at the Embassy, VIP viewing of Atlanta Falcons walk through practice, tea at Kensington Palace and tickets to the game.





MILITARY APPRECIATION WEEK

PRESENTED BY ZAXBY'S

The Atlanta Falcons celebrated veterans, military members and their families through various events across the state of Georgia during Military Appreciation Week.

- Monday, November 6 – Golf outing with military members
- Tuesday, November 7 – Hospital visit with veterans
- Wednesday, November 8 – Youth Football Camp at Fort Moore
- Thursday, November 9 – Freddie Falcon School Show at Fort Stewart
- Friday, November 10 – Visited with veterans undergoing treatment for traumatic brain injuries and post-traumatic stress disorder at Shepherd Center

SALUTE TO SERVICE AWARD HEAD COACH ARTHUR SMITH

In his third season as a head football coach, and fifteenth year overall in the NFL, giving back to our nation's military has always been at the forefront for Atlanta Falcons Head Coach Arthur Smith.

This past June, Smith participated in an Atlanta Falcons USO Trip to multiple military bases throughout the world. Instead of joining a typical USO trip with attendees from multiple NFL teams, Coach Smith was inspired to do a trip solely on behalf of the Atlanta Falcons. When he learned that a trip of this caliber was possible, he was nothing short of all in.

Smith, along with other Atlanta Falcons executives, coaches and players, traveled to three countries – Germany, Romania and Bulgaria – to visit American military members stationed overseas. When planning this trip, Smith specifically asked to visit the hardest hit areas in an effort to show love to those who need it most. Therefore, the USO chose bases helping fight the Ukrainian War that were located in the most desolate locations and have a significant lack of resources.

Smith spent seven days overseas traveling hours in vans throughout the Eastern European countryside just to shake hands and visit with hundreds of military members. At the end of the trip, he helped announce that the Atlanta Falcons would be funding the first ever USO Center on the Bulgarian military base to benefit thousands of soldiers.

In addition to the trip overseas, Smith has participated in countless military activations with the team including military base visits, hosting soldiers at training camp, taking the team to West Point and many other opportunities. He also hosts military members to Atlanta Falcons home games throughout the year.

Smith is the son of a U.S. Marine Corp Captain who served in the Vietnam War.



Mercedes-Benz Stadium

1:33 PM | TEXT 470-444-0234 FOR FAN ASSISTANCE | BIRDS! COME ON!

LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS LEGENDS



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81

28

26

LEGENDS



ATLANTA FALCONS LEGENDS

The Atlanta Falcons Legends Community impacted the Atlanta community and beyond throughout the year. Atlanta Falcons Legends participated in many community events throughout the state, while also participating in appearances at each home game at Mercedes-Benz Stadium.



LEGENDS BARBECUE

The Atlanta Falcons welcomed home more than 50 Legends to the Atlanta Falcons Training Facility where they had the opportunity to enjoy lunch and watch practice. Legends also heard from notable speakers, including Head Coach Arthur Smith, about the support for our Legends Community.



LEGENDS WEEKEND

PRESENTED BY LIFE BRAND

The Atlanta Falcons hosted over 100 Legends to the inaugural Legends Weekend presented by LifeBrand. This weekend is an opportunity for former Atlanta Falcons players to come together and bond as a community. Legends took part in multiple exclusive events throughout the weekend leading up to the Atlanta Falcons vs. Tampa Bay Buccaneers home game.

Volunteer Opportunity

Atlanta Falcons Legends served lunch to homeless men, women and children at the Atlanta Mission. Shelter guests and Legends also participated in games and arts and crafts.

Cocktail Reception

Atlanta Falcons Legends were welcomed back to Atlanta for Legends Weekend with a cocktail reception which included food, beverages and music.

NFL Benefits Presentation

Staff members from the NFL Office led presentations discussing benefits and resources for NFL Legends.

Legends Weekend Brunch

Atlanta Falcons Legends were hosted to a pre-game brunch prior to the Atlanta Falcons vs. Tampa Bay Buccaneers home game.

Tampa Bay Buccaneers vs. Atlanta Falcons

Atlanta Falcons Legends attended the Tampa Bay Buccaneers vs. Atlanta Falcons home game where the 1998 NFC Championship Team was recognized.





CELEBRATING THE 25TH ANNIVERSARY OF THE 1998 NFC CHAMPIONSHIP TEAM

Throughout the year, the Atlanta Falcons hosted various events in celebration of the historic Super Bowl run during the 1998 season.

1998 TEAM STORE SIGNING

Members of the 1998 Atlanta Falcons team participated in an autograph signing at the Atlanta Falcons Team Store sponsored by AT&T.

1998 TEAM TRAINING CAMP VISIT

The Atlanta Falcons hosted the members of the 1998 Atlanta Falcons team for a VIP experience during a training camp practice. Legends were also recognized during practice for their 1998 season Super Bowl run.

1998 TEAM DINNER PRESENTED BY NOVELIS

The Atlanta Falcons hosted a special dinner in celebration of the team's 15th anniversary of the 1998 NFC Championship game. Atlanta Falcons President, Greg Beadles, hosted the dinner and provided remarks to honor and recognize the team.







Freddie Falcon participated in over 450 community appearances throughout 2023 including surprise deliveries, school shows, hospital visits and more.

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



100+ season ticket members



15,000+ students



450+ hospital patients





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.



FREDDIE-GRAMS PRESENTED BY COCA-COLA AND PUBLIX

To celebrate special groups, Freddie Falcon surprised various individuals with a unique delivery. The recipients received Atlanta Falcons swag, gift cards, Coca-Cola and Publix products and more.

- Nurse Appreciation Freddie-Grams - 25 Nurses
- Teacher Appreciation Freddie-Grams - 25 Teachers
- Season Kickoff Freddie-Grams - 25 Season Ticket Members
- Military Appreciation Freddie-Grams - 25 Active Duty Military Members



WE'RE ALL DIRTY BIRDS SCHOOL SHOW

PRESENTED BY RACETRAC

As a part of Falcons Friday, Freddie Falcon hosted two “We’re All Dirty Birds” School Shows each Friday during the regular season to garner excitement for Falcons games and teach students the importance of good character. In 2023, these shows impacted over 15,000 students.

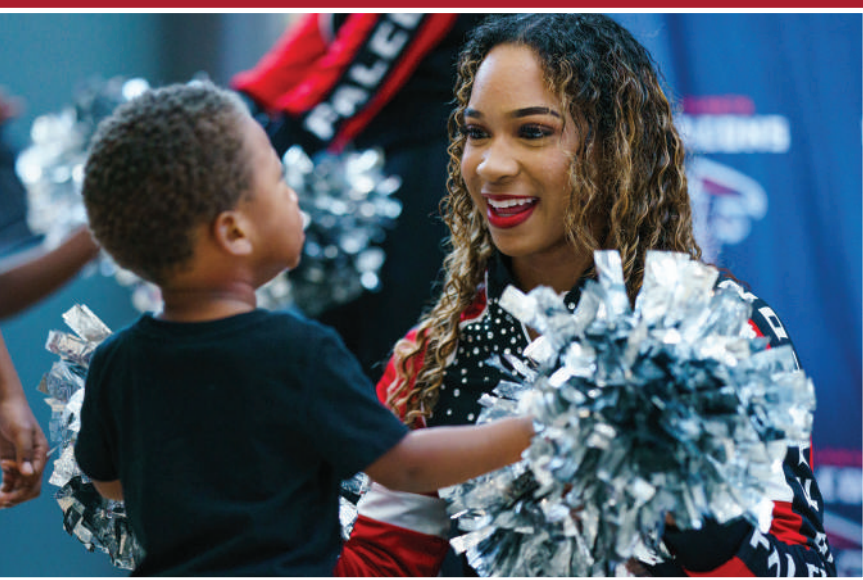
- A.L. Burruss Elementary School (Cobb County)
- Benefield Elementary School (Gwinnett County)
- Bethlehem Elementary School (Henry County)
- Carmel Elementary School (Cherokee County)
- Columbia Elementary School (DeKalb County)
- Flippen Elementary School (Henry County)
- Hampton Elementary School (Henry County)
- Hickory Flat Elementary School (Cherokee County)
- John R. Lewis Elementary School (Bibb County)
- Lockheed Elementary School (Cobb County)
- Marbut Traditional Elementary School (DeKalb County)
- McNair Elementary School (DeKalb County)
- Miles Elementary School (Atlanta Public Schools)
- Mimosa Elementary School (Fulton County)
- Mountain Road Elementary School (Cherokee County)
- Park Street Elementary School (Cobb County)
- Pharr Elementary School (Gwinnett County)
- Porterdale Elementary School (Newton County)
- Redan Elementary School (DeKalb County)
- Renaissance Elementary School (Fulton County)
- Sara Smith Elementary School (Atlanta Public Schools)
- South Salem Elementary (Newton County)
- Southfield Elementary School (Bibb County)
- Summit Hill Elementary School (Fulton County)
- Timber Ridge Elementary School (Henry County)
- Usher-Collier Elementary School (Atlanta Public Schools)
- Virginia Highland Elementary School (Atlanta Public Schools)
- West Side Elementary School (Cobb County)
- Wolf Creek Elementary School (Fulton County)
- Woodstock Elementary School (Cherokee County)





ATLANTA FALCONS CHEERLEADERS

The Atlanta Falcons Cheerleaders impacted the Atlanta community and beyond throughout the year. The Atlanta Falcons Cheerleaders participated in over 200 appearances while also performing at each home game at Mercedes-Benz Stadium.



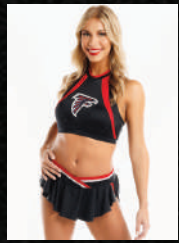
ATLANTA FALCONS CHEERLEADERS AUDITIONS

The Atlanta Falcons Cheerleaders hosted a hybrid audition process including virtual preliminary and semi-final rounds. Over 300 performers participated in the auditions process.

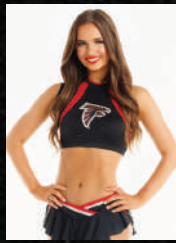


ATLANTA FALCONS CHEERLEADERS PREP CLASSES

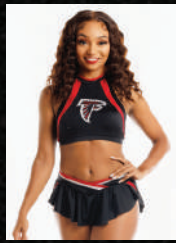
The Atlanta Falcons Cheerleaders hosted a series of hybrid (in-person and virtual) dance prep classes leading up to the 2023 Atlanta Falcons Cheerleaders Auditions.



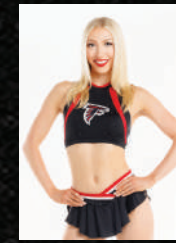
Abygayle L.



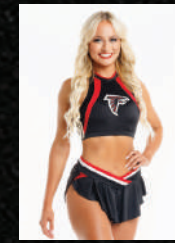
Amberly P.



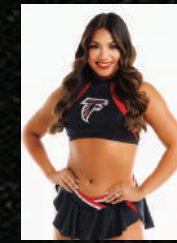
Amonii L.



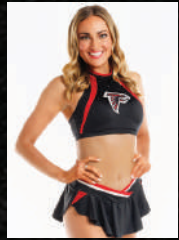
Bailey R.



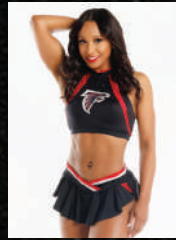
Blaire R.



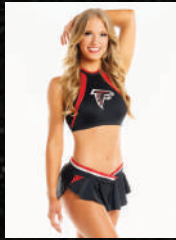
Brianna V.



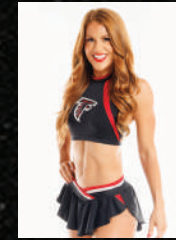
Brooke F.



Christal R.



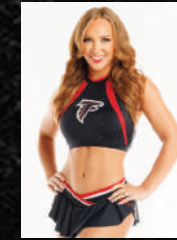
Dallie H.



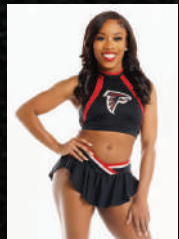
Danielle D.



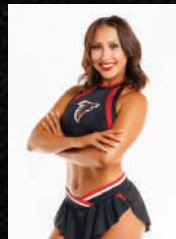
Danté S.



Hannah W.



Jada T.



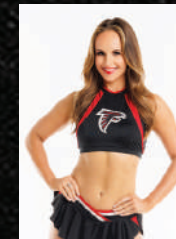
Janai W.



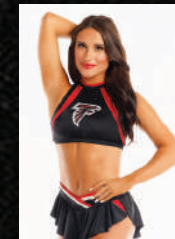
Jessie E.

ATLANTA FALCONS CHEER CAPTAINS

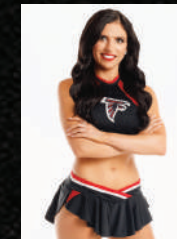
Kelsey B. | Celia B. | Amber H-H. | Taylor F.



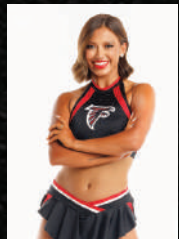
Joyce M.



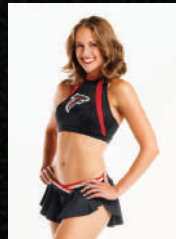
Kacey F.



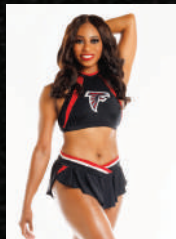
Kassidy O.



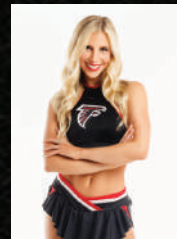
Katrina S.



Lauren P.



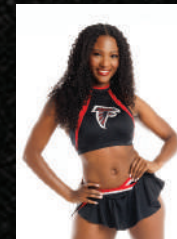
Lauryn L.



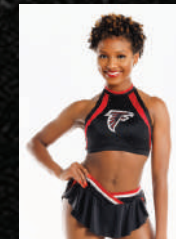
Lindsey H.



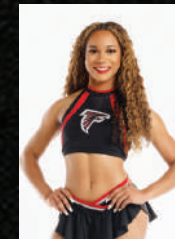
Luke B.



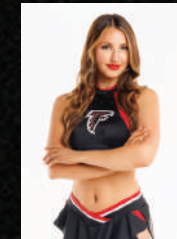
Madison M.



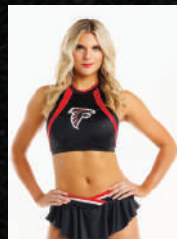
MaKenzie S.



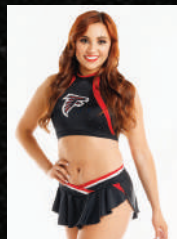
Natasha D.



Nicole D.



Peyton C.



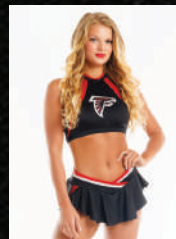
Reese G.



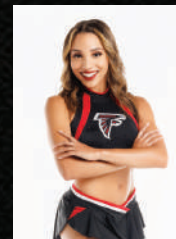
Summer H.



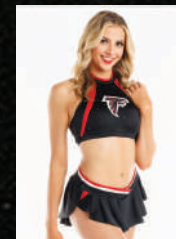
Taylor J.



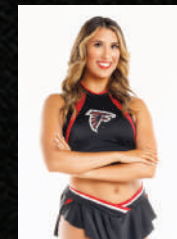
Taylor T.



Téa H.



Teegan Z.



Tiffany P.

DIRECTOR OF CHEERLEADING - CHATO HENDRIX | CHEERLEADING COORDINATOR AND CHOREOGRAPHER - JAKENE ASHFORD



ATLANTA FALCONS JUNIOR CHEER PROGRAM

The Atlanta Falcons Cheerleaders provided over 200 Junior Cheerleaders, ages 5-13, the opportunity to perform during pregame ceremonies at the Tampa Bay Buccaneers 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, youth football teams and high school football teams as VIP guests at Training Camp. At the end of practice, all attendees were provided with a meet and greet experience with Atlanta Falcons players.

Special Guests:

- ATL Zoom Athletics Youth Sports Team
- Alpharetta High School Girls Flag Football Team
- Arete Scholars students and their families
- Chai Lifeline patients and their families
- Druid Hills High School Boys Tackle Football Team
- Dunwoody High School Girls Flag Football Team
- Flowery Branch High School Boys Tackle Football Team
- Georgia Force Christian Youth Football Team
- Local YMCA Members
- North Henry Tigers Youth Football Team
- Seckinger High School Girls Flag Football Team



GAMEDAY



GALLAGHER HERO OF THE GAME

For select home games, members of Team Rubicon or TAPS families were honored as the Gallagher Hero of the Game. Honorees received Atlanta Falcons swag, a custom jersey and in-game recognition.

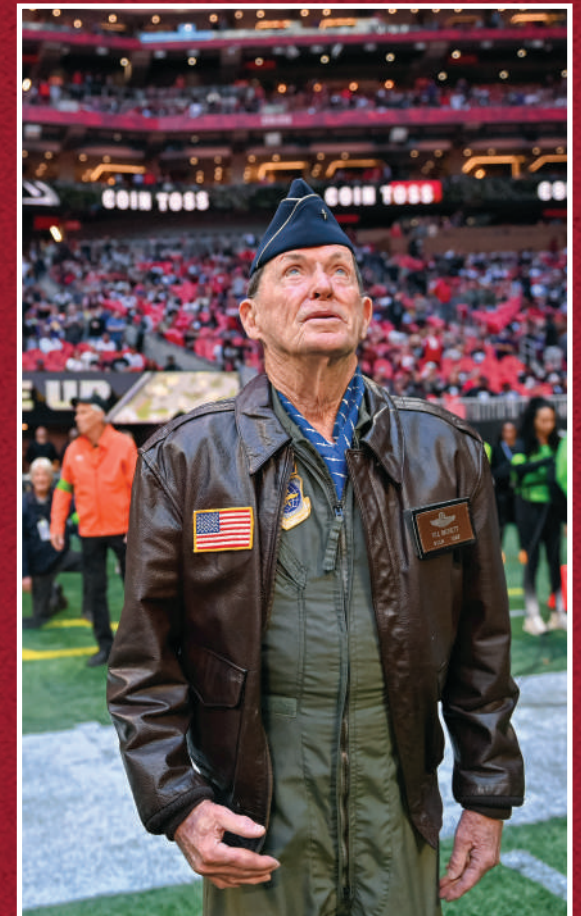




HONORARY CAPTAINS

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

- Cate Tyran, Best Buddies, serving individuals with intellectual and development disabilities
- Kimberly Alvarez-Cabrera and Junior Avila, High School Football Student Athletes and Hispanic Heritage Award Recipients
- Ryan Morris, Ewing Sarcoma Cancer Warrior
- Caitlyn Soroka, Brookwood High School Tackle Football player
- Brigadier General Williams W. Bassett Senior, United States Air Force Veteran
- Atlanta Falcons Legend Tim Green and New Orleans Saints Legend Steve Gleason, ALS Warriors
- Justin Leonard, Acute Myeloid Leukemia Warrior
- Jazlyn Jones, Luella High School Girls Flag Football Player



RISE UP & 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.





LEGEND APPEARANCES

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.



ATLANTA FALCONS IN THE COMMUNITY
2023 RECAP



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ATLANTA FALCONS IN THE COMMUNITY