



NEW YORK GIANTS TO SERVE AS NFL HOST TO POP WARNER'S NATIONWIDE KICKOFF

More Than 100 Kids To Take Part In Nationwide Kickoff Festivities From Giants Stadium Prior To Nationally Televised Preseason Game To Celebrate The Start of Play Football and the Pop Warner Season

EAST RUTHERFORD, N.J. (August 18, 2008) – Pop Warner Little Scholars, Inc., the largest national youth football and cheerleading organization in the United States with more than 400,000 participants and the only youth sports organization requiring its participants to maintain academic proficiency, will celebrate the start of football season and the NFL's and USA Football's Play Football initiative by conducting the fourth annual Pop Warner Nationwide Kickoff hosted by the **Super Bowl Champion New York Giants** at Giants Stadium in East Rutherford, NJ. The event will include a ceremonial kick off by tri-state area Pop Warner participants before tonight's New York Giants vs. Cleveland Browns nationally televised preseason game on ESPN. **ESPN analyst Ron Jaworski and former New York Giants Fullback and Giants Director of Player Programs Charles Way will conduct a pre-kick pep talk and take part in the effort.** The Nationwide Kickoff will be televised on ESPN during the second half of the game.

The New York Giants have stepped up the effort to support Pop Warner in their Nationwide Kickoff event as the Official NFL Team Host by incorporating additional Play Football festivities into the event. Those activities in addition to the Nationwide Kickoff will include Pop Warner participants lining up alongside both the New York Giants and Cleveland Browns for the National Anthem, at halftime an eight-minute scrimmage between two Pop Warner Jr. PeeWee (8-10 year-olds) programs and complimentary tickets for local Pop Warner organizations to the game.

"Football has taught me that with a great work ethic and a never-quit attitude, you will put yourself in a position to be successful in life," said Charles Way, New York Giants, Director of Player Programs. "Pop Warner instills those values and their commitment to balancing success on the football field and in the classroom among its participants is a great example."

The Pop Warner Nationwide Kickoff is expected to involve more than 20,000 children (ages 5-15) taking part in a nationwide kick at 6:00 PM (local time) across the country, while **the kick from Giants Stadium will take place at 4:00 PM (ET)**. The ceremonial kick is designed to celebrate the start of the football season, promote participation in youth football and coincides with the start of the Pop Warner season and road to the Pop Warner 52nd Super Bowl and 21st National Cheer & Dance Championships at Disney's Wide World of Sports Complex in Orlando, FL. The ceremonial kick will be conducted with a commemorative Spalding football, the Official Football of Pop Warner and select programs across the country will also use the commemorative football.

"We are excited to have the Super Bowl Champion New York Giants serving as our NFL Host Team for the Nationwide Kickoff. They have gone above and beyond to make this a memorable experience for our Pop Warner players," **said Sam Mutz, National Football Commissioner of Pop Warner.** "The Pop Warner Nationwide Kickoff gives programs across the country a chance to celebrate the start of the season as they begin their road to the Pop Warner Super Bowl and National Cheer and Dance Championships while simultaneously enabling the Pop Warner organization to take a proactive role in the Play Football initiative."

About Pop Warner:

Founded in 1929 and headquartered in Langhorne, PA, Pop Warner Little Scholars is the largest national youth football and cheerleading organization in the United States and the only youth sports organization that emphasizes academics as a prerequisite for participation. Currently there are over 400,000 children in Pop Warner organizations in 43 states, Guam, Scotland, Germany, Russia, Japan and Mexico. The NFLPA estimates that 70% of all current NFL Players got their starts in Pop Warner programs. For more information on Pop Warner and its programs visit www.popwarner.com.

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