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***PRACTICE LIKE PROS* SUMMER CLINIC, PRESENTED BY  
SAFE KIDS WORLDWIDE AND CHILDREN'S MOTRIN®,  
VISITS 10 STATES, MAY-AUGUST, 2015**

**FOR IMMEDIATE RELEASE**

May 13, 2015

Three NFL Hall of Famers, three All-Pros, a Super Bowl coach and a cutting-edge Division 1 college coach headline a *Practice Like Pros* football clinic, presented by **Safe Kids Worldwide** and **Children's MOTRIN®**, that will demonstrate progressive practice techniques to high school football coaches in 10 states nationwide, May 16 through August 5, 2015.

**Hall of Famers Mike Ditka, Tony Dorsett and Dan Hampton, All-Pros Maurice Jones-Drew, Cornelius Bennett and Leonard Marshall, Super Bowl Coach Sam Wyche and current Dartmouth Head Coach Buddy Teevens** are among the panelists who will instruct high school coaches along this itinerary:

- **Sat, May 16 – Kentucky Football Coaches Association Clinic, Centre College, Danville, Ky., 1 to 2:30 p.m.**
- **Thu, June 25 – Arkansas High School Coaches Association Clinic, University of Central Arkansas, Conway, Ar., 9 to 11 a.m.**

- **Fri, June 26 – Florida Athletic Coaches Association Summer Clinic**, Hilton Daytona Beach Ocean Walk Resort, Daytona Beach, Fl., 2:30 to 4 p.m.
- **Tue, July 21 – Texas High School Coaches Association Convention**, *George Bush Grand Ballroom*, George R. Brown Convention Center, Houston, Tx., 3 to 4 p.m.
- **Wed, July 22 – Louisiana High School Coaches Association Clinic**, Crowne Plaza, Baton Rouge, La., 3 to 5 p.m.
- **Wed, July 22 – North Carolina Coaches Association East-West Clinic**, Greensboro Coliseum, Greensboro, N.C., 4:15 to 5 p.m.
- **Thu, July 23 – Alabama High School Athletic Association Summer Conference**, Renaissance Convention Center, Montgomery, Al., 1:15 to 2:45 p.m.
- **Mon, July 27 – South Carolina Athletic Coaches Association Clinic**, TD Convention Center, Greenville, S.C., 10 to 11:50 a.m.
- **Wed, July 29 – Oklahoma Coaches Association Clinic**, Southern Hills Marriott, Tulsa, Ok., 9 to 10 a.m.
- **Wed, August 5 – Illinois High School Association Clinic**, McDonald’s Conference Center, Oak Brook, Il., 11 a.m. to 1 p.m.

*Practice Like Pros*, a national movement endorsed by **Mike Ditka**, **Archie Manning**, **Warren Moon**, **Anthony Munoz**, **Dr. James Andrews** and **Dr. Robert Cantu**, among others, was founded in February, 2013, to advocate reduced contact on high school football practice fields. In the 28 months since its inception, 39 states have voted to restrict such contact.

“We give thanks and high marks to **Safe Kids Worldwide** and **Children’s MOTRIN®**,” said **Terry O’Neil**, founder/CEO of *Practice Like Pros*. “Their partnership on this tour recognizes an urgent need to reform high school football. *Sports Legacy Institute* reports that 60% to 75% of head trauma in high school football is suffered in practice, not in games. We will show coaches – not *tell* them, *show* them on video -- non-contact and limited-contact drills that have made top levels of the game safer than high school football.”

**Kate Carr**, president and CEO of **Safe Kids Worldwide**, a global nonprofit dedicated to protecting children from preventable injuries, said, “As new and important research becomes available in the area of concussions and the potentially devastating consequences, we now understand that we must be even more vigilant in not only recognizing and treating concussions but preventing them in the first place. Working together with the experts from *Practice Like Pros* and our partners at **Children’s MOTRIN®**, we can reduce the number of head hits during practice and games and keep players healthy and in the game.”

*Practice Like Pros* panelists who will appear on the 10-state tour:

- **Cornelius Bennett**, All-Pro LB, Buffalo Bills...will appear in his native Alabama.
- **Mike Ditka**, NFL Hall of Fame TE and Head Coach, Chicago Bears....will appear in Illinois.
- **Tony Dorsett**, NFL Hall of Fame RB, Dallas Cowboys....will appear in Texas.
- **Dan Hampton**, NFL Hall of Fame DL, Chicago Bears....will appear in his native Arkansas.
- **Maurice Jones-Drew**, All-Pro RB, Jacksonville Jaguars.....will appear in Oklahoma.
- **Leonard Marshall**, All-Pro DL, New York Giants....will appear in his native Louisiana.
- **Terry O’Neil**, Founder/CEO, *Practice Like Pros*.....will appear at all sites except North Carolina.
- **Rocky Seto**, Assistant Head Coach, Seattle Seahawks, will appear at each site on videotape.
- **Buddy Teevens**, Head Coach, Dartmouth College....will appear at multiple sites, including Florida.
- **Aaron Whitecotton**, Defensive Assistant Coach, Jacksonville Jaguars....will appear in Florida and Alabama.
- **Sam Wyche**, former Head Coach, Cincinnati Bengals, Tampa Bay Bucs.....will appear in Kentucky, North Carolina and his native South Carolina.

*Practice Like Pros* and **Safe Kids Worldwide** staged a similar tour February 4-5, 2015, in four California cities – Los Angeles, San Diego, Santa Clara and Davis. Attendance – more than 1100 California high school football coaches – was the largest for this type of clinic in the history of high school football. Panelists on that tour were **NFL Hall of Famers Warren Moon** and **Anthony Munoz**, **Seattle Seahawks Coach Rocky Seto** and **Dartmouth Head Coach Buddy Teevens**. See attached reaction from California high school coaches and administrators.

**Safe Kids Worldwide** is a global organization dedicated to protecting kids from unintentional injuries, the number one cause of death to children in the United States and an epidemic around the world. Throughout the world, almost one million children die of an injury each year, and millions more children are injured in ways that can affect them for a lifetime. See [www.safekids.org](http://www.safekids.org).

*Practice Like Pros*, endorsed by 24 progressive minds from football and medical science, is a national movement to advocate less contact on high school practice fields. Its founder/CEO, **Terry O’Neil**, is a 16-time Emmy Award winner as executive producer of CBS Sports and NBC Sports, and former senior vice president of the New Orleans Saints. See [www.practicelikepros.com](http://www.practicelikepros.com).

**MEDIA CONTACT:**

**Susan Polakoff Shaw**  
**POLAKOFF COMMUNICATIONS**  
p: 216-941-7255  
m: 317-490-4258  
e: [spolakoff@gmail.com](mailto:spolakoff@gmail.com)  
w: [www.polakoffcommunications.com](http://www.polakoffcommunications.com)

***Practice Like Pros testimonials from California attendees***  
***From Feb. 4-5, 2015 clinics in Los Angeles, San Diego, Santa Clara and Davis***

*Head Coach Bert Esposito, Paloma Valley High*

"Great ideas, new ways to implement. We're in the 21st century. No doubt, we have to change. All the information that came out I would definitely recommend to everybody. We're going to apply it. We're going to get this information into the hands of our coaches."

*Head Coach Josh McClurg, Santa Ynez High*

"There was a lot of valuable information. What we learned today was how to change the culture of your program. I thought it was a great, great informative day."

*Head Coach Jamal Wright, Culver City High*

"I would definitely recommend this program to other coaches. It was very informative, changing the culture to make the game safer, so we can last."

*Head Coach Jeff Turley, Marina High, Huntington Beach*

"This is a wonderful program. You got guys coming in here showing you how to practice full speed without contact. And they backed it up with film and they backed it up with a winning program. You got a guy who just got done coaching the Super Bowl, explaining how to tackle. And you know what a great defense Seattle has, how they don't miss tackles, how they're making plays, how they're limiting yards after contact. As a defensive coach, these are things I've always preached. So yeah, this program is the wave of the future."

*Head Coach Charlie Wegher, Agoura High*

"The game is definitely changing. Research has shown that head injuries are a bigger factor than we ever thought. This program is something we need to implement, or the game is going to go away as we know it."

*Head Coach Erik Terry, Irvine High*

"We're all dealing with the same issue of dwindling numbers because of safety. I'm a parent myself, I've got a 9-year-old son. And as a football coach, I'm worried about the future of the game. The things that were presented here today are about changing the culture and the way we think about the game. I think it's a dynamite program and hopefully we can get everybody on board."

*Head Coach Scott Meyer, Corona del Mar High, Newport Beach*

"The time spent here this morning was very worthwhile. All the coaches here love the game of football. We all want to continue teaching the physicality and toughness. The Seahawks' tackling techniques and the safety issues are so important to all of us. So it was a very worthwhile morning."

*Coach Dave Griffiths, Big Bear High*

"The program is great. Our game is changing. We need to be on the forefront to save our game. It's in the media constantly. Practice Like Pros is excellent."

*Coach Patrick Wiens, Atwater High*

"Excellent presentation yesterday at UC Davis, Sir. I am eager to instill the culture change in our staff and with a revamping of our staff, now is the perfect time. I would like to ask if we, here at Atwater High School in Central California, could receive a copy of Coach Teevens' presentation. We have many young coaches and I believe that Coach Teevens' model of no-contact is an excellent starting point to change the culture of tackling at Atwater High School."

*CSS Commissioner Nancy Lazenby Blaser*

"As Commissioner of the CCS, one of the 10 CIF Sections, I just wanted to thank you for your willingness to meet with our coaches today in Santa Clara. We have 85 schools that play football in our section and I was delighted with the turnout from our member schools, as well as many others from our neighboring CIF/Sections. Your presentation was informative, paced perfectly and very professionally delivered. I can only imagine how busy your schedules are and so appreciate your willingness to give of some of that valuable time to support, encourage and educate our high school coaches. You were right, the room was filled with men (and a few women) who love the game of football and care deeply for the student-athletes they serve, so your expertise, affirmations and insights fell on fertile ground. I heard nothing but appreciation, excitement and praise for the message you delivered today. Please accept my thanks on behalf of all of our CCS Football Coaches and leaders who were present today."

*Mark Loureiro, Athletic Director/Head Football Coach/Resource Teacher,  
Escalon High School*

"Being a head coach in the Sac-Joaquin Section for 26 years, the SAFE KIDS PROGRAM is an eye opener for all coaches. Many of our earlier techniques have now been outdated. To keep this game of football alive we must as coaches change our mindset in and our philosophy and skill teaching. By doing this we can create a safer environment for our athletes. The example the pros and colleges use are a perfect model for our youth and high school programs. Being fresh and healthy on Friday Night outweighs playing with banged up players. I know myself I have had to change my ways for the safety of my players and program. I strongly encourage you to invest in the idea to keep it the greatest game alive or we will lose it."

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