



Press Contacts:
Carrie Dyer
carrie.dyer@thesparkfarm.com
Mobile: 210-287-5434

Christine Rogers
christine.rogers@thesparkfarm.com
Mobile: (214) 364-7049

FOR IMMEDIATE RELEASE

College Football Playoff Foundation Launches Inaugural Extra Yard for Teachers Summit and The I Teach Project to Celebrate Teaching

The I Teach Project Invites North Texas teachers to submit 90-second videos telling their best teaching stories for a speaking spot at the Summit

Dallas, TX (November 3, 2014) – Coinciding with the first College Football Playoff National Championship, the College Football Playoff Foundation will conduct its inaugural Extra Yard for Teachers Summit January 10, 2015 at the Kay Bailey Hutchison Convention Center in Dallas.

The 2015 Extra Yard for Teachers Summit will bring together 1,000 teachers from across North Texas for an engaging and energetic half-day event featuring inspiring speakers and passionate performances that underscore the impact teachers have on countless lives every day. The half-day event is free of charge.

The Summit is part of the College Football Playoff philanthropic initiative, Extra Yard for Teachers, which aims to make a significant impact in the classroom. The initiative supports teachers through the development and implementation of programs in four focus areas: direct provision of resources for classroom needs, recognition of standout teachers, professional development and leadership training, and by providing inspiration for grade-school students to attend college in the future.

“We view this as a halftime celebration for teachers coming back from winter break and we hope it will inspire them for the spring semester,” said Bill Hancock, executive director of the College Football Playoff, whose wife, Nicki, is a retired high school English teacher. “We are delighted to go the extra yard for teachers who, in turn, go the extra yard every day for students. This celebratory event will put a spotlight on the terrific people who help all students reach their college dreams.”

The I Teach Project, an initiative to capture the voices and stories of teachers everywhere, is debuting alongside the College Football Playoff Extra Yard for Teachers Summit. The Project will collect stories from teachers and educators in their own words and images about breakthrough moments in the classroom. It will create a repository of inspiring, funny and compelling accounts while fostering a sense of community among teachers.

The I Teach Project and the Extra Yard for Teachers Summit are joining forces to identify teachers from North Texas who have incredible stories to tell. From November 3 to November 21, North Texas teachers are invited to submit a 90-second video telling their best teaching stories to www.extrayardsummit.com/i-teach/.

A committee will narrow the submissions to the top ten. On December 1, names and stories will go on the Summit and I Teach Project websites for a public vote. The teacher whose story receives the most votes will be invited to give a short talk on stage at the Extra Yard for Teachers Summit.

Free for North Texas teachers, the Summit will be held at the Kay Bailey Hutchison Convention Center. Registration is required, and opens on November 17. For more information, go to www.extrayardsummit.com.

###

About Extra Yard for Teachers

Extra Yard for Teachers is College Football Playoff Foundation's philanthropic initiative to honor and support teachers nationally and in the communities that host the College Football Playoff National Championship. Extra Yard for Teachers seeks to support teachers through the development and implementation of programs in four key focus areas: direct provision of resources for expressed classroom needs, recognition of standout teachers, professional development and leadership training opportunities, and by providing vision and aspirations for future matriculation among grade-school students. The initiative launched in 2014.

About the College Football Playoff

The College Football Playoff will begin with the 2014-15 season. The semifinals will match the No. 1 seed vs. No. 4, and No. 2 will face No. 3 in semifinal games that will rotate annually among the Peach Bowl, Cotton Bowl, Orange Bowl, Sugar Bowl, Rose Bowl and Fiesta Bowl. The first semifinals will be January 1, 2015, at the Rose Bowl Game presented by Northwestern Mutual and the Allstate Sugar Bowl. The first national championship game will be January 12, 2015, at AT&T Stadium in Arlington, Texas.