

FOR IMMEDIATE RELEASE

CONTACT: Ryann Collier, (972) 567-4246, ryann@arrowatwork.com

COLLEGE FOOTBALL PLAYOFF FOUNDATION HONORS ARIZONA TEACHERS WITH EXTRA YARD FOR TEACHERS SUMMIT

Foundation Brings to Phoenix Annual Half-Day Event Celebrating All-Star Teachers

PHOENIX – September 14, 2015 – On Saturday, January 9, 2016, two days before the College Football Playoff National Championship, the College Football Playoff Foundation is hosting its second annual Extra Yard for Teachers Summit for 1,000 of Arizona’s K–12 teachers at the Phoenix Convention Center.

The 2016 Extra Yard for Teachers Summit is an engaging and energetic free, half-day event featuring inspiring speakers and passionate performances that celebrate local K–12 teachers—the stars who lay the groundwork for college athletes to achieve their dreams.

The Summit is part of the College Football Playoff Foundation’s 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.

From now through December 11, local teachers are encouraged to reserve their free ticket to attend the Summit at <http://www.extrayardsummit.com/phoenix>. The full lineup of speakers and performers will be announced in November, and registration is required to attend the Summit.

“The student athletes who will play in the Championship game would never have had the opportunity to attend college if it weren’t for the many dedicated teachers who encouraged them throughout their education,” said Britton Banowsky, Executive Director of the College Football Playoff Foundation. “Every day teachers go the extra yard for their students, and the Extra Yard for Teachers Summit is one way we can show our appreciation and thanks by celebrating, honoring, empowering and inspiring our nation’s greatest asset.”

The Summit will bring in speakers and performers from around the country, but will also feature local teachers through the I Teach Project, an initiative to capture the voices and stories of teachers. Beginning on September 28, Arizona teachers are invited to submit a 90-second video sharing their best teaching stories to www.extrayardsummit.com/i-teach/. A committee will narrow the submissions to the top 10, and on November 2 the public will vote on their favorite video. The teacher whose story receives the most votes will be invited to give a talk on stage at the Summit.

Significant Dates to Remember:

- September 14–December 11: Register to attend the free, half-day event
- September 28–October 23: Submit I Teach Project videos for a chance to become a speaker
- November 2-9: Vote on favorite I Teach Project videos
- November 16: Full lineup of speakers and performers, including video winners, revealed
- January 9, 2016: Attend the second annual Extra Yard for Teachers Summit

For more information about the Summit please visit www.ExtraYardSummit.com.

- more -

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. For more information visit <http://www.collegefootballplayoff.com/extra-yard-for-teachers>.

About the College Football Playoff

The College Football Playoff began with the 2014-15 season. The semifinals matches 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 December 31, 2015, at the Goodyear Cotton Bowl. The national championship game will be on January 11, 2016, at the University of Phoenix Stadium in Glendale, Arizona. Funding for the College Football Playoff Foundation and the Extra Yard for Teachers initiative comes from the licensing revenue generated from playoff merchandise sales in addition to donations from corporations, host committees and individuals. For more information visit <http://www.collegefootballplayoff.com/foundation>.

###