As a supporter of Back to Football Friday, Dick's Sporting Goods is providing special offers at retail for NFL fans who participate in a celebration, as well as a $500 gift certificate to each of the NFL PLAY 60 Super Schools.

Starting now and continuing through Kickoff weekend (September 8-12), the NFL and United Way are teaming up to celebrate the start of the football season with the return of the Back to Football Friday campaign. Back to Football Friday is a way for communities nationwide to show their excitement for the return of the NFL season by planning a unique event in their community, at the workplace or at school to support youth health and wellness.

Schools can enter the Back to Football Friday contest at www.NFLRUSH.com/BackToFootball. They will be asked to submit photos of their Back to Football Friday event and answer brief essay questions for the chance to win a $10,000 NFL PLAY 60 grant for fitness equipment at their school and an NFL team celebration. Thirty-four winning schools will be selected as "NFL PLAY 60 Super Schools," one in each of the 32 NFL markets, and two at-large winners. Last year, Parma Park Elementary School was selected as one of the NFL PLAY 60 Super School

and received a $10,000 grant for fitness equipment as well as a visit from several Browns players. When the local Play 60 Super School is announced later in the season, fans will be encouraged to continuously show their team pride and incorporate health and wellness into their daily lifestyle as part of the Browns Play 60 movement.

Fans also may take their team loyalties to work on Friday, September 9, by wearing their favorite team gear or planning a special office event to celebrate the return of the football season. Working with United Way, the NFL is offering fans the chance to show their passion by creating their own virtual touchdown dance, entering the Extreme Cubicle Makeover Contest and taking the United Way Healthy Kids Pledge—for the chance to win NFL Shop gift cards and even tickets to Super Bowl XLVI. Companies and individuals can register to take part at www.backtofootball.org
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Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with partner organizations like United Way. Since the program was launched in 2007, the NFL has committed more than $200 million to youth health and fitness through programming, grants, and media time for PSAs.

To learn more about the Browns Play 60 movement and Back to Football Friday, visit www.clevelandbrowns.com/community
. The Browns Play 60 program is presented by GlaxoSmithKline (GSK) in association with Medical Mutual of Ohio, Cleveland Clinic and American Dairy Association Mideast and Fuel Up to Play 60. Funding and editorial support for this program was provided by GlaxoSmithKline.