



## FedEx Air & Ground NFL Program Winners

### Overview

As part of the 2010 FedEx Air & Ground NFL Player of the Week awards, Safe Kids coalitions in markets with NFL teams were eligible to win \$2,000 prizes each week to fund pedestrian safety initiatives in their communities. The winnings stemmed from online fan voting for the top Air & Ground NFL players each week. Thirty-two Safe Kids USA coalitions and their communities participated in the 17-week FedEx Air & Ground weekly contest. As a result, FedEx awarded funding to 18 different coalitions to improve child pedestrian safety in their communities.

### 2010 FedEx Air & Ground NFL Players of the Week

	TEAM	SAFE KIDS COALITION
\$2,000	Atlanta Falcons	Safe Kids Georgia State
	Baltimore Ravens	Safe Kids Baltimore
	Buffalo Bills	Safe Kids New York State
	Denver Broncos	Safe Kids Denver Metro
	Detroit Lions	Safe Kids Metro Detroit
	New England Patriots	Safe Kids Boston
	New Orleans Saints	Safe Kids Louisiana State *
	New York Jets	Safe Kids Nassau County
\$4,000	Chicago Bears	Safe Kids Chicago
	Cleveland Browns	Safe Kids Cleveland
	Green Bay Packers	Safe Kids Greater Green Bay **
	Jacksonville Jaguars	Safe Kids North East Florida
	Kansas City Chiefs	Safe Kids Metro Kansas City **
	Minnesota Vikings	Safe Kids NW Metro Minneapolis
\$6,000	Houston Texans	Safe Kids Houston
	Oakland Raiders	Safe Kids Alameda County
	Tampa Bay Buccaneers	Safe Kids Tampa
\$10,000	Philadelphia Eagles	Safe Kids Southeast Pennsylvania

\* 2008 & 2009 Player of the Year

\*\* 2010 Player of the Year



## Winners

**Atlanta Falcons** – Safe Kids Georgia will install two permanent crosswalk signs and re-stripe the designated crosswalk. Partnering with Burnett Elementary, which is uniquely placed across the street from Eastside Elementary, both schools will benefit from the updated intersection. (\$2,000)

**Baltimore Ravens** – Safe Kids Baltimore supports a Safety City in Druid Hill Park used to teach pedestrian and bike safety to thousands of Baltimore children each year. Safety City is in need of updates and repairs. Safe Kids Baltimore will install four countdown crossing light signals at Safety City and reproduce their pedestrian safety in a pop-up banner version so it can be used by the Safety City staff when they do school presentations in the winter. Safe Kids Baltimore will be filming/photographing groups at Safety City this summer to supplement their pedestrian safety PSAs for International Walk to School Day kits that will be distributed to schools this fall. (\$2,000)

**Buffalo Bills** – Safe Kids New York State will work with Safe Kids Livingston County and Safe Kids Finger Lakes chapters to educate children about pedestrian safety. Monies will be used to purchase training equipment such as traffic signs, traffic cones, walkways and pedestrian railroad crossing to supplement the education sessions. Educational materials including brochures, children's work sheets, traffic/pedestrian safety signs will be designed and purchased to be made available to the Buffalo schools. (\$2,000)

**Denver Broncos** – Safe Kids Denver Metro developed three pedestrian and bike safety kits to be used at assemblies prior to events such as International Walk to School Day. Powderhorn Elementary utilized the safety kits, which reached 550 students in May 2011. A kit includes: mats that piece together to make an intersection, a school bus tent, traffic signs (stop sign, speed limit, railroad crossing, yield, school crossing, and one way), mannequin head and helmet, display board, a DVD of pedestrian safety and a notebook with talking tips, handouts, resources, etc. Bike racks will also be purchased for Prairie Crossing Elementary School in Parker, CO. (\$2,000)

**Detroit Lions** – Safe Kids Metro Detroit will enhance safety practices at St. Sebastian Catholic School through education of the students, staff and parents/caregivers. Funds will be used to purchase traffic flow devices such as: improved signage for traffic flow, traffic cones to direct traffic in a uniformed pattern to create a safer traffic pattern for students, teachers and vehicles, designate a drop-off and pick-up parking area, repaint pedestrian crossing stripes at the drop-off area and add designated parking signs. (\$2,000)

**New England Patriots** – Safe Kids Boston will use the funds to improve pedestrian safety environments through walkability audits and community advocacy campaigns. WalkBoston, an experienced advocacy group will lead the audit and identify environmental pedestrian safety hazards. Recommendations will be drafted for engineering improvements to present to the Boston Transportation Department. Caregivers and parents will be recruited from the O'Donnell School to participate in the audit of the streetscape surrounding the school. (\$2,000)



**New Orleans Saints** – Safe Kids Louisiana State won \$59,000 over a three year period: 2008 (\$27,000), 2009 (\$30,000) and 2010 (\$2,000) thanks to Drew Brees winning FedEx Air Player of the Year in both 2008 and 2009. After conducting walkability audits and meeting with school officials and city engineers, several pedestrian safety problems in the area surrounding Medard Nelson Elementary School were identified. Modifications include: installing radar speed signs in front of school, installing four ADA curb ramps, modifying and installing 11 staggered continental crosswalks, extending the curb in front of the school and adding three flashing school zone beacons. (\$59,000)

**New York Jets** – Safe Kids Nassau County will use the monies to purchase training equipment such as traffic signs, traffic cones, walkways and pedestrian railroad crossing to supplement education sessions. Pedestrian hazards, local traffic laws and suburban environments will also be addressed during the education sessions. Pedestrian safety education materials will be designed and printed for distribution to all Safe Kids programs and will be made available to any county resident requesting information. (\$2,000)

**Chicago Bears** – Safe Kids Chicago will use the funds to purchase a portable stop sign for the Elston Avenue Corridor between Grace and Central Park. The remainder of the funds will be used in conjunction with the 2011 Task Force grant in the installation of countdown clocks with LED heads at the intersection of Elston Avenue and Central Park. (\$4,000)

**Cleveland Browns** – Safe Kids Cleveland funds will be used to paint the curb by Superior Elementary School in East Cleveland to increase visibility and to purchase educational and reflective giveaways. Education will be provided to the parents on walking to school safely. (\$4,000)

**Green Bay Packers** – Safe Kids Greater Green Bay is combining two Player of the Week and one Player of the Year grants as a result of Aaron Rodgers being named 2010 FedEx Air Player of the Year. Safe Kids Greater Green Bay will partner with The Salvation Army of Brown County who will be constructing the Kroc Center, a \$24 million building which will feature an aquatic center, an auditorium/performing arts center/chapel, a wellness/fitness center, a neighborhood resource center, double gymnasium with walking track, an arts and crafts room, multi-purpose rooms and more. Safe Kids Greater Green Bay will install pedestrian sidewalks leading to and adjoining the site, ADA-compliant curb ramps, countdown pedestrian signals and push buttons. Also, a roundabout will be constructed for use in their Safety Town program and as a training tool for various events and at schools in the local community. (\$29,000)

**Jacksonville Jaguars** – Safe Kids Northeast Florida will produce a video segment about use of reflectors and reflective materials to improve visibility of children walking/riding to school, waiting at bus stops and playing. The video segment can be copied to DVD and posted on websites and will be used at back-to-school programs and other pedestrian related events. Safe Kids Northeast Florida will produce the video in early summer and debut it at an annual Back-to-School event just prior to the start of the new school year. (\$4,000)



**Kansas City Chiefs** – Safe Kids Metro Kansas City is combining two Player of the Week and one Player of the Year grants on account of Jamaal Charles being named 2010 FedEx Ground Player of the Year. The coalition is holding a planning meeting in June to develop plans. (\$29,000)

**Minnesota Vikings** – Safe Kids NW Metro Minneapolis will partner with Robbinsdale Area Schools and the city of Plymouth, Minnesota to address distracted driving issues in front of Zachary Lane Elementary. Traffic beacons will be added to the pedestrian crossing sign indicating the location of the pedestrian crosswalk in front of the school. (\$4,000)

**Houston Texans** – Safe Kids Houston plans to paint crosswalks at an elementary school in a low-income area. A small portion of the funds will be used to buy educational materials that will be distributed during health fairs or other events in the community. (\$6,000)

**Oakland Raiders** – Safe Kids Alameda County will create a public service announcement on pedestrian safety and will purchase four hand-held stop signs to be used for educational purposes. (\$6,000)

**Tampa Bay Buccaneers** – Safe Kids Tampa will use the funds to create four walk to school wagons which are kits for walking school buses for the School District of Hillsborough County. The kits contain a utility wagon, “slow moving vehicle” sign, umbrellas, reflective vests, backpacks, pedometers, jump ropes, shoe laces, reflective stickers/ wristbands, blinking lights and water bottles. Safe Kids Tampa is developing and building a Plinko board, designed to be used at community outreach events as an educational safety game to play with children. (\$6,000)

**Philadelphia Eagles** – Safe Kids Southeast Pennsylvania will install pedestrian signals with countdown timers at 58th Street and Lindbergh Avenue. This busy intersection sits at the corner of Richard Allen Prep Charter School in the Southwest Philadelphia community. (\$10,000)

