The Pittsburgh Steelers are proud to be a part of the Western Pennsylvania community. The organization’s strong commitment to this area dates back to 1933 when Arthur J. Rooney first founded the team. Steelers Chairman Emeritus Dan Rooney and President Art Rooney II are known as two of the most active NFL owners and are some of Pittsburgh’s most involved executives in civic affairs. Steelers players, coaches and front office staff are involved in appearances, charitable donations and outreach programs with nonprofit and community groups. It’s our way of giving back to the community that has given us so much for more than 75 years!

**Community Outreach Programs**

**9TH GRADE NATION**
The Steelers host the 9th Grade Nation Kick-Off event each year at Heinz Field. The program includes Pittsburgh Public Schools ninth grade students and symbolizes how all members of their graduating class are beginning an exciting and important phase of life – High School. Head Coach Mike Tomlin speaks to the students about the importance of working hard and succeeding in life.

**ADAGIO HOT PINK PITTSBURGH**
Offensive tackle Max Starks and his mother, Eleanor, an 18-year breast cancer survivor, annually chair the Hot Pink Pittsburgh benefit to support breast and cervical cancer screening for women without health insurance.

**ALL-PRO DAD**
Head Coach Mike Tomlin is a member of the All-Pro Dad Team, a program of Family First. The All-Pro Dad Team is a resource for men who want to become better fathers. Team members include active NFL players, coaches and alumni who speak to fathers about positive parenting through radio and TV spots, billboards and events.

**AMERICAN HEART ASSOCIATION**
The Steelers, the NFL and the American Heart Association (AHA) partner on the Play 60 initiative, a health and fitness program that incorporates physical activity for middle school students into daily classroom and after-school activities.

**ANIMAL FRIENDS**
Kicker Jeff Reed, long snapper Greg Warren and several of their teammates host an evening at the Hundred Acres Manor Haunted House each October, from which Animal Friends is a beneficiary.

**ART ROONEY SCHOLARSHIP FUND**
The Art Rooney Scholarship Fund annually provides college scholarships for a graduating senior at each of the three high schools located on Pittsburgh’s North Side, where Art Rooney Sr. himself spent most of his life. The annual Gatorade/Steelers 5K Race, Fitness Walk and Kids’ Kickoff Run is the major fundraiser for the scholarship fund. The competitive event is sanctioned by USA Track and Field with a 3.1-mile level course on the North Side highlighted by a spectacular finish on the warning track in Heinz Field.

**ATLAS & ATHENA**
The Steelers reach out to area high schools to promote healthy living and reduce the use of steroids and drugs among high school athletes as a part of the NFL’s Atlas & Athena School Program. Student leaders are charged with sharing the message with their peers.

**BOYS & GIRLS CLUB**
The Steelers annually sponsor the Boys and Girls Club of Western Pennsylvania Dapper Dan Flag Football League and host the league championships at the UPMC Sports Performance Complex indoor practice facility. The team also participates in the annual Gridiron Taste and Talent fundraiser and players occasionally visit the different club sites.

**BREAST CANCER AWARENESS**
The Steelers participate in numerous breast cancer awareness initiatives each year including NFL Breast Cancer Awareness month, Susan G. Komen Race for the Cure, player hospital visits and special pink-logoed merchandise sales.

At the breast cancer awareness game in October, the team recognized 20 local breast cancer survivors in a pregame ceremony. Many Steelers players wore pink uniform items to bring more awareness to this important cause.
Steelers Community Relations Programs

Steelers players with a connection to the disease visited Magee-Women’s Hospital of UPMC to participate in a nutritional cooking class for breast cancer survivors and patients. The players spent time preparing healthy menu options then served the dishes to the ladies in attendance.

Tight end Heath Miller and his wife Katie chair the annual Bid for Hope to benefit A Glimmer of Hope Foundation.

Members of Zeta Tau Alpha sorority distribute breast cancer information at GameDay Live before the breast cancer awareness game.

CANCER CARING CENTER
A portion of the proceeds from the annual Steelers Style Fashion Show goes to the Cancer Caring Center. Safety Ryan Clark and his wife Yonka chair the annual Cancer Caring walk and have lunch with the top 10 fundraisers. The Cancer Caring Center is dedicated to helping people diagnosed with cancer, their families and friends cope with the emotional impact of cancer.

CENTRAL BLOOD BANK BLOOD DRIVE
The Steelers hold an annual blood drive in the team’s locker room at Heinz Field around the holidays as well as a Draft Day drive at Fan Blitz. Please check www.steelers.com for information on the next blood drive.

CHILDREN’S HOSPITAL OF PITTSBURGH OF UPMC
Steelers’ players and mascot Steely McBeam make frequent visits to Children’s Hospital of Pittsburgh to bring a smile to kids who are battling health issues. Players participate in Fun in the Sun, the family holiday dinner and the WDVE Radiothon at the hospital. The team annually holds a monetary collection at a home game.

CYSTIC FIBROSIS
Defensive end Brett Keisel serves as honorary chair of the 65 Roses Sports Auction to benefit the Cystic Fibrosis Foundation. The foundation raises funds for research to discover a cure for Cystic Fibrosis.

EXTRA MILE EDUCATION FOUNDATION
Every time the Steelers score from the Red Zone at Heinz Field, H.J. Heinz Company and Giant Eagle make a donation to the Extra Mile Education Foundation. The foundation provides support for parochial elementary schools educating children of inner-city families. Extra Mile Education Foundation subsidies make tuition in the schools affordable for disadvantaged families seeking a quality, values-based education. Coach Mike Tomlin serves as honorary chair of the annual Extra Mile golf outing.

GREATER PITTSBURGH COMMUNITY FOOD BANK
The Steelers hold an annual food drive at a home game to encourage fans to help those less fortunate. Offensive Tackle Max Starks hosts an annual food drive and turkey giveaway the week of Thanksgiving. Several teammates help Max distribute food to nearly 200 needy families in the Pittsburgh area. Linebacker LaMarr Woodley donated and distributed more than 400 turkeys in several neighborhoods in the Pittsburgh area.

HEROES AT HEINZ FIELD
The Steelers open Heinz Field for a special evening for Operation Enduring Freedom and Operation Iraqi Freedom veterans. Participants, many injured in the war, try out their football skills with the help of Steelers players. Afterwards they are treated to a dinner to thank them for their service to ensure our continued freedom.

HIGHMARK CARING PLACE
The Steelers support the Highmark Caring Place, a center for grieving children. The annual Hoge/Starks/Ward golf outing is held at Southpointe Golf Club and is chaired by wide receiver Hines Ward and offensive tackle Max Starks, along with former Steelers running back Merril Hoge. The players also attend a luncheon honoring students who have raised money for their peers.
**Steelers Community Relations Programs**

**HOLY FAMILY INSTITUTE-PITTSBURGH**

**STEELERS COURAGE HOUSE**

Greta Rooney chairs the annual Courage House Awards luncheon. Each year a Steelers player is chosen as the Ed Block Courage Award winner for overcoming illness or injury. Defensive end Aaron Smith was presented with the 2009 award by Head Coach Mike Tomlin.

**HOMELESS CHILDREN’S EDUCATION FUND**

Defensive end Brett Keisel and his wife Sarah chair the annual fundraiser for the Homeless Children’s Education Fund which serves as a voice for homeless children in Allegheny County to ensure they are afforded equal access to educational opportunities. Kicker Jeff Reed and long snapper Greg Warren also host an evening at the Hundred Acres Manor Haunted House each October, from which the Homeless Children’s Education Fund is a beneficiary.

**LEUKEMIA/LYMPHOMA SOCIETY LIGHT THE NIGHT WALK**

The Steelers’ defensive line and a dozen of their teammates and family members attended the annual Leukemia & Lymphoma Society Light the Night Walk at Heinz Field on Oct. 1 in support of Elijah Smith, son of defensive end Aaron Smith and his wife Jaimie, in his battle against leukemia. The players joined “Team Elijah” and sported t-shirts designed by Elijah. The event raised $600,000 with Team Elijah as one of the top fundraising teams.

**LUPUS FOUNDATION**

Offensive tackle Willie Colon is the honorary chair of the annual Lupus Loop which takes place on the north shore next to Heinz Field. Colon chose to get involved with the Lupus Foundation because his mother suffers from the disease.

**MAKE-A-WISH**

The Steelers work closely with The Make-A-Wish Foundation to grant wishes for children with life-threatening medical conditions. The wishes include meeting favorite players, a behind the scenes look at the Steelers practice facility and tickets to a home game.

**NFL PLAY 60**

The NFL’s program for an active generation encourages kids to be physically active for 60 minutes each day in an effort to combat childhood obesity. Many Steelers events incorporate the Play 60 message with players demonstrating the importance of fitness and activity. One of the major efforts is building a Steelers Youth Fitness Zone at a United Way agency as part of the annual Hometown Huddle Program.

**PRO VS. GI JOE**

Several Steelers’ players competed against a group of American heroes in a game of ‘Guitar Hero’ as part of Pro vs. G.I. Joe. The challengers were members of the Army’s 336th Military Police Company from Pittsburgh stationed in Baghdad, Iraq. Utilizing webcams, the players and soldiers were able to see each other compete and “trash talk” one another. Perhaps more special was the fact that family members of the soldiers attended and had an opportunity to talk with their loved ones after the game. Pro vs. GI Joe is a non-profit organization founded to bring the troops stationed overseas together with professional athletes and other celebrities in the states to play video games via the Internet and, when possible, reunite family members of the troops taking part via webcam.
Steelers Community Relations Programs

REBUILDING TOGETHER PITTSBURGH
The Steelers, along with 84 Lumber, serve as sponsors of Rebuilding Together Pittsburgh. This annual program renovates the homes of low-income elderly in the Pittsburgh area with a goal of safety for the homeowner. Long snapper Greg Warren has participated for the past two years and encourages his teammates to join him.

ROOKIE CLUB
The Rookie Club enables rookies to work as a group in order to gain confidence in their ability to interact with the community as Pittsburgh Steelers. It is an introduction to community service and provides ongoing development during the player’s first year with the team as well as providing a sense of camaraderie.

SALVATION ARMY - PROJECT BUNDLE-UP
Players and their families annually take disadvantaged children shopping for winter outerwear as part of the Salvation Army’s Project Bundle-Up program. Patricia Rooney, wife of Steelers chairman emeritus Dan Rooney, and Joe DiNardo, retired WTAE-TV weatherman, are founders of the program. Tight End Heath Miller hosts the annual miniature golf classic in June.

SHOP WITH A STEELER
The Steelers partner with American Eagle Outfitters (AEO) for the annual Shop with a Steeler event. Underprivileged kids from United Way of Allegheny County agencies receive an AEO gift card and have the chance to shop with Steelers players for holiday gifts for themselves and their families.

STEELERS STYLE FASHION SHOW/
TASTE OF THE STEELERS
The team annually holds two fundraisers as part of Steelers Style: Fashion, Food and Football. The annual fashion show features current players and their families modeling clothing from local retailers. The show is chaired by Greta & Art Rooney and Kiya & Mike Tomlin, with two current Steelers players serving as co-captains. Proceeds benefit the University of Pittsburgh Medical Center Thomas E. Starzl Transplantation Institute and the Cancer Caring Center. Taste of the Steelers is a part of alumni weekend and features a sampling of culinary delights, along with an exciting auction of unique, one-of-a-kind items.

STEELY McBEAM
Mascot Steely McBeam makes appearances at training camp, home games, Children’s Hospital and numerous charitable events. For information, visit www.steelers.com.

TAKE A PLAYER TO SCHOOL
Wide receiver Hines Ward accompanied eighth-grader David Grove to Freedom Area Middle School for the NFL Take a Player to School program, sponsored by J.C. Penney Afterschool program. David was the lucky winner in the Pittsburgh market and was picked up at home by Ward in a limousine and driven to school. While at the school, Ward participated in physical education classes to illustrate the importance of physical activity as part of the NFL’s Play 60 initiative.

TOYS FOR TOTS-MARINE CORPS
Steelers fans generously brighten the lives of needy children during the holidays by donating to the annual Marine Corps Toys for Tots drive.
STEELERS COMMUNITY RELATIONS PROGRAMS

UNITED WAY
Quarterback Charlie Batch serves as the team’s United Way spokesman and makes several appearances at corporate United Way campaigns each year. The annual Hometown Huddle is a program throughout the NFL partnering players with local United Way agencies to encourage volunteerism and giving back to the community. The Steelers annually host the United Way’s campaign kickoff at halftime of a preseason game, featuring three corporate participants in a field goal competition. The winner presents the United Way with its first campaign donation of the year.

URBAN IMPACT FOUNDATION
The Urban Impact Foundation is a faith-based, non-profit corporation which fosters Christian community development on Pittsburgh’s North Side. One of the outreaches is through athletic programs and events. Several Steelers players participate in a football clinic held by UIF on Pittsburgh’s North Side each summer.

GATORADE JUNIOR TRAINING CAMP
The Steelers hold three Gatorade Junior Training Camp sessions each summer. More than 500 boys and girls participate in fun, non-contact football drills and learn about the importance and benefits of staying hydrated during sporting events at the team’s practice facility each June/July. Another group of 250 enjoys the experience at Latrobe Stadium as part of Gatorade Days at NFL training camps.

VETERANS/MILITARY
Steelers’ players visit the local VA Hospitals to spend time with the patients who have served our country. At several home games each year, veterans and active military personnel are honored for their service to the United States. For Veterans Day, the Steelers honor a veteran from each of the wars going back to World War II and Pearl Harbor. Color guards, representing all branches of the military, are present at each home game.

WESTMORELAND COUNTY FOOD BANK
Steelers’ fans attending the night practice at Latrobe Memorial Stadium last August helped the less fortunate in Westmoreland County by donating 773 pounds of food and more than $600 to the local food bank. Giant Eagle matched the food donation pound-for-pound which meant twice as many residents were fed. The Westmoreland County Food Bank serves nearly 15,000 area residents each month including 4,000 children and more than 2,000 seniors.

STEELERS YOUTH FOOTBALL PROGRAMS

HIGH SCHOOL FOOTBALL
High School Football Championships — Heinz Field annually hosts the WPIAL Championship games.
Champions — The Steelers annually host the City League and WPIAL Champion teams in the south end zone seats at late season games where they are introduced to the crowd at the beginning of halftime.

HIGH SCHOOL COACH OF THE WEEK
Each week during the local high school football season, the Steelers select a high school Coach of the Week. The coaches are honored with a ceremony during the two-minute warning at Steelers’ home games. At the end of the high school football season, the High School Coach of the Year is announced.