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PETE CARROLL, PHILIP RIVERS, BRIAN BILLICK AND HERMAN EDWARDS DRAW BIG CROWD AT EIGHTH ANNUAL NFL 101

LOS ANGELES (July 26, 2010) --- The LA Sports & Entertainment Commission (LASEC) along with Wolfgang Puck Catering presented its eighth annual *NFL 101 – Get Ready for Some Football* on Monday, July 19 at the Los Angeles Memorial Coliseum. *NFL 101* is the only NFL officially-sanctioned event in Southern California and offers guests a once-in-a-lifetime opportunity to learn from the pros at one of the most historic venues in college football.

Businessman and Weingart Foundation Chairman **Steve Soboroff** was presented with the LASEC Community Sportsman of the Year Award. The award was established to honor an individual who continually contributes to our community. Soboroff was recognized for his outstanding contributions to the LA Sports & Entertainment Commission in helping the Commission attract major sporting and entertainment events to Los Angeles that positively impact the local economy.

For the first time ever, *NFL 101* featured two panels – *An Inside Look at the Business of the NFL – An Agent’s Role and Perspective*, and *A Preview of the Upcoming Season*. Panelists included **Brian Billick**, former head coach of the Baltimore Ravens, and current Fox and NFL Network analyst; **Marvin Demoff**, Sports Agent, Morris Yorn Barnes & Levine; **David Dunn**, Sports Agent, Athletes First; **Herman Edwards**, former head coach of the New York Jets and Kansas City Chiefs, and current ESPN NFL analyst; **Rich Eisen**, Host, NFL Network; **Peter King**, Senior Writer for Sports Illustrated, reporter for NBC’s “Football Night in America” and Host, Sirius NFL Radio; **Andrea Kremer**, reporter for NBC Sports (including “Sunday Night Football”), correspondent for HBO’s “Real Sports” and event emcee; **Mike Pereira**, former NFL Vice President of Officiating, and current NFL Rules Analyst for FOX Sports; **Philip Rivers**, Quarterback, San Diego Chargers; **Jerome Stanley**, Sports Agent, Stanley & Associates; and **Amy Trask**, Chief Executive of the Oakland Raiders.

Current and former NFL players joined guests at the “Play Like a Pro” competition, coaching them on various aspects of the game such as throwing accuracy and distance, receiving and kicking. On-field participants included **Jerricho Cotchery**, wide receiver, New York Jets; **Justin Fargas**, running back; **Dwight Hicks**, former Pro Bowl defensive back, San Francisco 49ers; **Mike Lansford**, former kicker, Los Angeles Rams; **Rod Martin**, former linebacker, Oakland Raiders; **Keith Rivers**, linebacker, Cincinnati Bengals; **Jesse Sapolu**, former center/guard, San Francisco 49ers; **Steve Smith**, wide receiver, New York Giants; **Greg Townsend**, former defensive end, Oakland Raiders; **Langston Walker**, guard, Oakland Raiders; **Derrick Ward**, running back, Tampa Bay Buccaneers; **Marcellus Wiley**, ESPN analyst and former Pro Bowl defensive end; and **Sam Williams**, linebacker, Oakland Raiders. **Gordon Batty**, Equipment Manager for the Green Bay Packers, did an equipment demonstration and locker room tour that included official uniform displays for all 32 NFL teams.

Also featured at *NFL 101* was **Pete Carroll**, Head Coach of the Seattle Seahawks, who signed his new book, “Win Forever.” Guests also had the opportunity to meet **John Lee Hancock**, the director and screenwriter for the Academy Award-nominated football film, “The Blind Side,” as well as **Quinton Aaron**, who portrayed Michael Oher in the film.

Other on-field activities included FanFests for the San Diego Chargers, Oakland Raiders and San Francisco 49ers, a memorabilia display from the Sports Museum of Los Angeles, NFL.com’s Fantasy Football Demonstration, a Sidley Austin LLP Photo Station and a chance for guests to have New York Giants wide receiver Steve Smith record a message on their phone at the Sprint Station.

For the eighth year in a row, Wolfgang Puck Catering was the presenting sponsor for *NFL 101*. Other sponsors included American Airlines, Classic Party Rentals, Coca Cola, Covington Capital Management, Enterprise Rent-A-Car, 710 ESPN Radio, Farmer John, First American Title Insurance Co., Herbalife, IDS Real Estate Group, Integrated Transportation Services, Destinations L.A., Longo Toyota-Scion-Lexus and Penske Motor Group, The Los Angeles Convention and Visitors Bureau, Los Angeles Memorial Coliseum, Majestic Realty Co., Pacific Palms Resort, Pillsbury Winthrop Shaw Pittman LLP, Sidley Austin LLP, Sport Chalet, Sprint, Warner Bros. Home Entertainment Group, Wells Fargo, Young’s Market Company and Zephyr Partners.

The community partner for the event was Big Brothers Big Sisters of Greater Los Angeles and the Inland Empire.

LASEC is the official organization for the City of Los Angeles to seek, host, promote, and retain major sporting entertainment events that positively impact the local economy by attracting visitors to the city, giving them a reason to stay longer and return more frequently. LASEC is a private, nonprofit organization and an affiliate of LA INC. The Los Angeles Convention and Visitors Bureau.



Steve Soboroff receives the County of Los Angeles proclamation from County Supervisor Mark Ridley-Thomas (far left) and LASEC President, Kathy Schloessman (far right).

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