



COLLEGE FOOTBALL GOES BIG FOR TEACHERS DURING ANNUAL EXTRA YARD FOR TEACHERS WEEK AND THE BIG DAY FOR TEACHERS

Over 1,200 Partners Participate in Teacher Recognition Activities Across The Country

IRVING, Texas – The College Football Playoff (CFP) Foundation celebrated its eighth annual Extra Yard for Teachers (EYFT) Week and third annual Big Day for Teachers last week, resulting in the recognition of more than 15,000 teachers nationwide. The week's events mobilized the college football community in celebrating and honoring educators in all 50 states. Overall participation in EYFT Week and the Big Day for Teachers more than doubled for the second straight year, with more than 1,200 friends and partners of the CFP Foundation stepping up to thank great teachers.

Among the highlights from EYFT Week and the Big Day for Teachers:

- **More than \$1.5 million** was invested in teacher resources nationwide during the week through donations of DonorsChoose gift cards and teacher grants. On the Big Day, DonorsChoose matched donations dollar for dollar towards classroom projects at underfunded schools (underwritten by the DonorsChoose Board of Directors).
- The CFP Foundation saw a **40 percent increase in social media mentions** that recognized teachers.
- **CFP Foundation ambassadors** were part of the incredible participation, including US Secretary of Education Dr. Miguel Cardona, Rachel Lindsay, Titus Bullard, Lauren Alaina and Emily Hampshire, among others, who used their popular public platforms to recognize teachers.
- Longtime corporate sponsors who are involved year-round were front-and-center for EYFT Week. That list includes **Eckrich Meats**, which is celebrating educators in its Eckrich Teacher Recognition Tour at more than 30 school locations nationwide. Stopping in State College, Pennsylvania during EYFT Week, Eckrich distributed classroom resources, swag and prizes, while also providing teachers with lunches and a chance to be nominated for their EYFT \$1M Toss.
- **Dr Pepper** and the CFP Foundation announced last week that the Dr Pepper Go Teach Tuition Assistance Program for student-athletes to pursue a career in teaching was expanding to include Historically Black Colleges and Universities (HBCUs), along with the 10 FBS conferences and the University of Notre Dame.
- Among the **90+ universities** that recognized teachers at games during EYFT Week was USC, which honored the first 23 recipients of the “Champions Educate Here” grant - a legacy program that celebrates educators who nurture the academic, mental health and social-emotional needs of students. The effort is in conjunction with the Los Angeles Sports and Entertainment Commission and the LA84 Foundation, who together plan to highlight 46 educators and provide grants of up to \$20,000 for teachers in the LA area.
- For the second straight year, **Bowl Season** and all 43 postseason bowl games had the opportunity to surprise teachers with DonorsChoose gift cards.
- **ESPN** included segments celebrating teachers on College GameDay, as well as on the SEC and ACC Networks. ESPN talent also surprised teachers with DonorsChoose gift cards and expressions of gratitude on social media. Teachers were invited to a special College GameDay breakfast in Boone, North Carolina and Knoxville, Tennessee, respectively, before being recognized on-air.
- More than 850 K-12 schools (up from 200 last year) participated in the **CFP Foundation's Game Ball Recognition Program** which provides teachers on their respective campuses with a special delivery kit that includes a game ball, t-shirt and gift certificates for classroom projects.

“Today is an example of why I am a teacher,” said Kamil Simms, a Dallas teacher honored by the Cotton Bowl Foundation and CFP Foundation on the Big Day for Teachers. “It’s not about the accolades but more

that it is reassuring that others know and express that what we do matters.”

“We are so thankful for the generosity of so many amazing partners and everyone in the college football community,” said Britton Banowsky, executive director of the CFP Foundation. “Extra Yard for Teachers Week and the Big Day for Teachers continues to expand each year. It’s a wonderful opportunity to recognize and celebrate educators across the country.”

#BigDayForTeachers • #CFPEXtraYard • #ExtraYardWeek

About the College Football Playoff Foundation and Extra Yard for Teachers

The College Football Playoff (CFP) Foundation is the 501(c)3 non-profit organization serving as the community engagement arm of the College Football Playoff and works in partnership with institutions of higher education, sports organizations, corporations and non-profits to support educators and improve student outcomes. The purpose of the CFP Foundation lies in supporting PK-12 education by elevating the teaching profession. The CFP Foundation inspires and empowers educators by focusing its work in four areas: recognition, resources, recruitment and retention, and professional development. To learn more, visit cfp-foundation.org and follow Extra Yard for Teachers (@CFPEXtraYard) on social media.

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