



Ronald Reagan Centennial Celebration National Football Coin Toss September 23-25, 2011



Honoring the 100th Birthday of America's 40th President, Ronald Reagan

What: Reagan Centennial National Football Coin Toss

When: September 23-25, 2011

Who: 32 NFL Teams, 120 NCAA D1 teams, 92 NAIA teams, 14,000 high schools

Co-Chairs: Coach Lou Holtz, Doug Flutie, Lynn Swann



Action: Teams are invited to toss the Centennial Commemorative Coin at the start of the football game with a loudspeaker announcement acknowledging the legacy of Ronald Reagan and the Centennial. If a team is playing an away game we ask that the coin be tossed to start the next home game.

Background on the Reagan Centennial:

2011 marks the 100th birthday of President Ronald Reagan, who was born February 6, 1911. The Ronald Reagan Presidential Foundation along with many partners, including a bipartisan commission appointed by the Congress and President Obama, are commemorating President Reagan's birthday with a yearlong Centennial Celebration.

Ronald Reagan's Football History:

Ronald Reagan's connection with football dates back to high school where, as a lanky sophomore, he played lineman for the North Dixon, Illinois "Dukes". He later wrote in his memoirs, "...filling out one of those purple and white jerseys became the noblest and most glamorous goal in my life."

As President, in 1985, Ronald Reagan started Bowl XIX with a video-link coin toss from the White House. In 1987, the President invited the Super Bowl Champion Washington Redskins to the White House. When the President was presented with a game ball, he delivered the legendary quote, "Where's Ricky Sanders?", and then threw a perfect pass to the wide receiver as he ran a quick route.

Reagan Centennial National Football Coin Toss:

The primary goal of the Reagan Centennial National Football Coin Toss is to highlight the leadership attributes which football fosters, through the example of a genuine fan, radio announcer, and player, Ronald Reagan.

To raise awareness & promote the importance of the initiative, we are engaging Governors, Senators, Members of Congress, Mayors, other elected officials, and Veterans to toss the coins at games in their states & communities.

Each team will receive a Coin Toss package on September 8th with the coin and instructions for next steps.

Coin Toss Package Elements: Tribute DVD, Centennial Coin, Coin Case, Introduction Letter

Press Release Template & Additional Information: www.reagancentennial.com/#/Coin

National Football Coin Toss Tribute Video: <http://www.youtube.com/watch?v=tji-bfFeSNQ>

National Football Coin Toss on Facebook: <http://on.fb.me/pDU6hw>

Contact: Garrett Marquis @ 949-683-1503, or gmarquis@reaganfoundation.org

