



**NFL/LISC GRASSROOTS PROGRAM AND PITTSBURGH STEELERS
GRANT \$200,000 FOR NEW FIELD AT GEORGE L. CUPPLES STADIUM**

Award is part of \$2.5 million in new grants to athletic fields nationwide

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June 22, 2009 – Pittsburgh Public Schools will receive a \$200,000 grant from the Pittsburgh Steelers as part of the National Football League Grassroots Program, it was announced today.

The grant, awarded by the Steelers, the NFL Youth Football Fund and Local Initiatives Support Corporation (LISC)/Pittsburgh Partnership for Neighborhood Development (PPND), is part of \$2.5 million in field refurbishment awards allocated this year. It will be used for the installation of a synthetic field at George K. Cupples Stadium, a 9,700-seat facility that serves as the home game site for City League football teams. Nearly 12,000 people are expected to use the stadium each year. “Thanks to this grant from the Pittsburgh Steelers and LISC/PPND, our students can look forward to playing on a newly resurfaced field in time for the 2010 fall season,” said Superintendent Mark Roosevelt. “We are grateful for the opportunity this will provide Pittsburgh Public Schools students and the members of the community who use Cupples Stadium.”

Cupples Stadium is located in the South Side neighborhood of Pittsburgh, an area that has undergone significant revitalization in the past 10 years and has been a neighborhood partner with PPND for many years. The Stadium also serves as a facility for use by the community and other organizations throughout the City. “We are very pleased to award the NFL Grassroots grant to Pittsburgh Public Schools for the Cupples Stadium refurbishment,” said David Light, Director of Real Estate and Lending at PPND. “It is a project that hits the mark on all levels as it serves the students and the community and will be a physical improvement in one of the City’s many great neighborhoods.”

“We place a high emphasis on supporting youth football in Pittsburgh and are pleased to help Cupples Stadium continue to be a special place for our City League football teams,” said Steelers President Art Rooney. “We are proud to continue our tradition of partnering with the NFL and LISC to help refurbish fields throughout the Pittsburgh area.”

The NFL Grassroots Program, a partnership between the NFL Youth Football Fund and LISC, the nation’s leading community development support corporation, has resulted in the construction or

renovation of 170 football fields nationwide in the past decade. In the last 11 years, the NFL Youth Football Fund has granted over \$25 million to revitalize playing fields in underserved neighborhoods. Fields are newly built or significantly renovated, with improvements such as irrigation systems, lights, bleachers, scoreboards, goal posts and turf. Grassroots grants are issued once established funding thresholds are reached for each project.

“These fields help us make an impact where assistance is most needed and provide a tangible sign of our Youth Football Fund in action,” said NFL Commissioner **ROGER GOODELL**, who also is a member of LISC’s national board of directors. “We are proud to support projects that give youngsters a safe place to play and bring families and neighborhoods together.”

LISC identifies local, nonprofit, neighborhood-based agencies which have an interest in building or refurbishing football fields in schools and parks in underserved neighborhoods. Through the program, the local agencies are provided with the necessary financing and technical assistance to improve the quality and safety of fields in their neighborhoods. The local agencies oversee the construction, maintenance and programming of the fields.

“At LISC, we are focused on helping distressed communities become good places to live, work, do business and raise families,” said Michael Rubinger, LISC president and CEO. “We call it Building Sustainable Communities, and developing sound recreational opportunities is a key piece of our work. The NFL has been a committed partner in helping make that happen.”

About the NFL Youth Football Fund

Established in 1998 by the NFL and the NFL Players Association, the NFL Youth Football Fund seeks to use football as a catalyst to promote positive youth development, support youth and high school football needs nationwide and also ensure the health of grassroots football in future generations. Through the YFF’s youth football initiatives and support programs, youngsters are provided with opportunities to learn the game of football, get physically fit and stay involved in productive after-school activities with adult mentors

About LISC

LISC combines corporate, government and philanthropic resources to help nonprofit community development corporations revitalize distressed neighborhoods. Since 1980, LISC has raised more than \$9 billion to build or rehab more than 244,000 affordable homes and develop 36 million square feet of retail, community and educational space nationwide. LISC support has leveraged nearly \$28 billion in total development activity. For more information, visit www.lisc.org.

About PPND

Over the past 25 years, PPND has been working in Pittsburgh’s communities by providing investments that help to make our neighborhoods cleaner, safer and stronger. With our partners we’ve proven that these places can gain the strength to support Pittsburgh’s prosperity. PPND supports the revitalization of the Pittsburgh region's distressed neighborhoods into desirable and diverse communities by raising funds and making strategic investments in community development/improvement organizations. For more information, visit www.ppnd.org.

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