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INDIANAPOLIS TO BECOME THE HOME OF USA FOOTBALL

Football's National Governing Body on Youth & Amateur Levels Moving to Indianapolis this Summer

Indianapolis is the new home of USA Football.

The sport's national governing body on youth and amateur levels announced today that it will relocate its national office from suburban Washington, D.C., to Indiana's state capital in August 2010.

Tens of thousands of youth football coaches, players, league commissioners and game officials who reside in all 50 states are USA Football members and comprise America's youth football community. By the start of the 2010 football season, more than 50,000 youth football coaches will have received training through USA Football's full-day coaching schools or its innovative online coaching course to better teach the sport.

USA Football is the official youth football development partner of the NFL, its 32 teams and the NFL Players Association. Endowed by the NFL and NFL Players Association in 2002 through the NFL Youth Football Fund, USA Football is led by executive director **SCOTT HALLENBECK**.

"Indianapolis is the ideal place for USA Football on many levels and we are excited to make it our home," Hallenbeck said. "It quickly became apparent to me and to our board of directors that this community provides unmatched advantages from a business and a quality-of-life standpoint.

"Our staff and our families look forward to working and living here," Hallenbeck added. "This is a vibrant community that owns a passion and legacy for football and amateur sport – we are inspired to contribute to that tradition."

"USA Football's decision to relocate to Indianapolis and conduct its national and international operations for the sport in the Circle City demonstrates our continued ability to draw reputable organizations to do business here, thanks to our central location, opportunities for new residents, and experience in hosting conventions, meetings and events," said Indianapolis Mayor **GREG BALLARD**. "We welcome the investment by USA Football in our community and thank them for choosing Indianapolis, a great football city proud of its NFL championship team with a climate that encourages economic development."

"The addition of USA Football clearly reinforces Indianapolis's stature as a preeminent home to various sports governing bodies," said **DON WELSH**, president and CEO of the Indianapolis Convention & Visitors Association. "However, as we also have done with the re-location of such groups as Drum Corps International, Music for All and Percussive Arts Society, the presence of USA Football opens the door to support economic development through the meetings, conventions and other activities that USA Football can attract."

USA Football also builds and manages America's national teams in the sport for international competition. The United States' delegate to the International Federation of American Football (IFAF), USA Football is one of the world's 59 national federations spanning five continents dedicated solely to the sport.

The independent non-profit continues to grow and today employs 20 full-time staff members in the areas of business operations, communications, corporate partnerships, customer service, digital media, finance, football development and coaching, events and marketing. USA Football conducts more than 80 football training events annually nationwide, offering education for coaches, skill development for players and resources for youth league commissioners. Sixty-three (63) of USA Football's 83 training events in 2010 are conducted in partnership with NFL clubs, including the Indianapolis Colts.

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About USA Football

USA Football, the sport's national governing body, leads the game's development, inspires participation, and ensures a positive experience for all youth, high school, and other amateur players. The independent non-profit hosts more than 80 football training events annually for coaches, players and youth football league commissioners. USA Football is the official youth football development partner of the NFL, its 32 teams and the NFL Players Association and manages U.S. national teams for international competition. Endowed by the NFL and NFLPA in 2002 through the NFL Youth Football Fund, USA Football (usafootball.com) distributes \$1 million annually in equipment grants and offers youth league volunteer background check subsidies. Former NFL team executive Carl Peterson is USA Football's chairman.