



FACT SHEET

Overview:

Launched in 1997 with the help of Tony Dungy, then head coach of the 2006 Super Bowl champion Indianapolis Colts, All Pro Dad gives men the resources and encouragement they need to become better fathers. All Pro Dad is built on a football theme and features more than 50 NFL players, coaches and alumni who speak out on the importance of being a good father.

The All Pro Dad model is a simple one – it asks men to give one minute a day, one hour a month, and one day a year to become better fathers.

- One minute a day to read the *Play of the Day* email...
 - Received by more than 47,000 subscribers Daily, the *Play of the Day* is the most widely read fatherhood email in the world. Men can sign up to receive this free daily e-mail at AllProDad.com.
- One hour a month to start or attend an All Pro Dad's Day breakfast...
 - There are currently 931 All Pro Dad's Day Chapters at public schools in 48 states in nine countries, where more than 40,000 fathers and their kids gather on a regular basis to discuss topics like peer pressure, goal setting, and caring for the less fortunate. Held in partnership with the national PTA, everything needed to start and run a chapter is available at AllProDad.com.
- One day a year to take part in an All Pro Dad Father & Kids Experience...
 - Held at NFL venues nationwide, the Father & Kids Experience is an event filled with bonding, football and fun. The All Pro Dad Father & Kids Experience has hosted more than 50,000 fathers and kids, in over 50 of these unique events since 2002 in 20 different NFL cities. This event provides a fun and unique experience while passing along practical fatherhood advice at sold out events. The Father & Kids Experience also made its debut in college football in 2009, with events hosted by the University of Georgia's Mark Richt, and Florida State University's Bobby Bowden.

AllProDad.com

The Web site of All Pro Dad features Dungy's Diary, the online blog of Tony Dungy, found exclusively at AllProDad.com. Links are also available on this site to follow Dungy on Facebook and Twitter.

All Pro Dad Team Rosters:

Members include active NFL players, coaches, and retired NFL standouts. For team member bios and general information about All Pro Dad, please visit www.AllProDad.com.

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What are the top ten ways to be an All Pro Dad?

1. Love Your Wife
2. Spend Time With Your Children
3. Be a Role Model
4. Understand Your Children
5. Show Affection
6. Enjoy Your Children
7. Eat Together As a Family
8. Discipline With a Gentle Spirit
9. Pray and Worship Together
10. Realize you are a Father forever

History:

All Pro Dad is the fatherhood program of Family First (www.FamilyFirst.net), a national non-profit organization based in Tampa, Fla. The mission of Family First is to strengthen the family by establishing family as a top priority in people's lives, and by promoting proven principles for building marriages and raising children. *The Family Minute* daily e-mail and radio feature offers practical advice on marriage, parenting and family relationships and reaches millions of listeners every week.

In addition to All Pro Dad, Family First's motherhood program, iMom (www.iMom.com), is designed for mothers of all ages, with children at all stages, who want to build lasting, meaningful relationships with their children, as well as grow them into wise, healthy, purpose-minded and relationally-focused children. iMom also offers iMom Morning, a before-school breakfast for moms and kids.

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