



## Riddell Recognizes Local Programs for Their Commitment to Smarter Football

*Industry Leader in Helmet Design and Innovation Announces  
Smarter Football Grant Recipients; Pledges a Combined \$100,000  
in New Equipment to Winners*

**Rosemont, Ill. – November 3, 2015** – Success in football is no longer measured solely by how many points you score on game day. It's now gauged by how coaches, players, administrators and leagues integrate advanced technology and innovation into every facet of their programs. Today, Riddell recognized and rewarded seven teams for building a smarter, safer game as part of its inaugural Smarter Football program.

Riddell, a brand living at the frontline of football equipment innovation for more than 80 years, created the Smarter Football initiative to bring together the broader football community and promote smarter tactics both on and off the field. Players, coaches, administrators, parents and fans at all levels of play were called on to join the movement by incorporating the latest tools, teachings and techniques into their programs.

As part of the initiative, Riddell also pledged a combined \$100,000 in new equipment to the teams that best demonstrated how a grant would strengthen their commitment to fostering a smarter game. Programs across the country, from youth clubs just mastering the basics to more experienced semi-pro squads playing at the highest level of competition, took part in sharing their stories.

Hundreds of compelling entries showcased team's unique approach to football and seven of those programs stood out in demonstrating how a smarter game spans far beyond winning and losing. The recipients of the 2015 Riddell Smarter Football equipment grants are:

- [Juniata Thundercats](#) (Philadelphia, PA)
- [Boyne City Ramblers](#) (Boyne City, MI)
- [Ypsilanti Panthers](#) (Ypsilanti, MI)
- [Pioneer Titans](#) (Whittier, CA)
- [Natick Redhawks](#) (Natick, MA)
- [101 Warriors](#) (Westlake, CA)
- [Jensen Beach Falcons](#) (Jensen Beach, FL)

Among the winning entries were teams whose coaches provide off-field mentoring services and access to community involvement opportunities that build character in young athletes. Others use football as a means of teaching basic fundamentals like teamwork and exercise to underserved communities, but can hardly keep their program afloat because of economic hardships.

“We’re thrilled to recognize this year’s Smarter Football grant winners for their commitment to building a stronger future for the sport and for their communities,” said Riddell President Dan Arment. “Riddell has a longstanding history of leveraging smarter tools and tactics to advance the game, and we’re proud to provide a platform for the broader football community to showcase how they’re making the game a safer, more enjoyable experience for everyone involved.”

For Riddell, Smarter Football represents the way the brand integrates engineering expertise with data and cutting-edge materials to develop new equipment. This practice manifests itself through products like InSite, the company’s head impact monitoring system for all levels that now identifies impact location, and SpeedFlex, its latest helmet that features flexibility in strategic areas of the helmet to help manage impact force transfer to the athlete.

It takes the entire football community to help shape the future of the sport, and Riddell is dedicated to breaking new ground to foster a safer, smarter game. For more information and to showcase what smarter football means to you, visit [Riddell.com/SmarterFootball](http://Riddell.com/SmarterFootball) and follow the prompt to take the commitment today. You can also join the conversation on social media using #SmarterFootball. Riddell looks forward to continuing the push for a smarter game and rallying the football community again in 2016.

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#### **About Riddell**

Founded in 1929, Riddell is a premier designer and developer of protective sports equipment and a recognized leader in helmet technology and innovation. One of BRG Sports’ most well-known brands, Riddell is the leading manufacturer of football helmets, shoulder pads and reconditioning services (cleaning, repairing, repainting and recertifying existing equipment). For more information, visit our website at <http://www.riddell.com>, like the Riddell Facebook page, or follow Riddell on Twitter and Instagram @RiddellSports.

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