



Detroit Lions Football Education Division

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For Immediate Release
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BRENDAN FLAHERTY OF BIRMINGHAM GROVES HIGH SCHOOL NAMED DETROIT LIONS/FARM BUREAU INSURANCE OF MICHIGAN HIGH SCHOOL FOOTBALL COACH OF THE WEEK FOR WEEK #2

Farm Bureau Insurance of Michigan to Present Detroit Lions High School Football Coach of the Week Program in 2019

Detroit, MI—The Detroit Lions have named Brendan Flaherty of Birmingham Groves High School the week two recipient of the 2019 Farm Bureau Insurance of Michigan High School Football Coach of the Week Program. Flaherty's Falcons defeated the number one ranked team in Division 1, West Bloomfield 24-17 on September 6. Birmingham Groves is 2-0 and currently ranked #3 in Division 2.

Flaherty is in 26th year of coaching and his 19th season as head coach at Groves. Twice in the last three seasons, Groves advanced to the Division 2 semifinals, having lost last year to Division 2 State Champion Warren De La Salle. Flaherty's career record is 105-80 (56.8%) with 10 state playoff appearances. On Friday, September 13, Birmingham Groves hosts the Rochester Falcons in an Oakland Activities Association Conference-White Division battle.

High School Football Coach of the Week Program

Each week throughout the 2019 nine-week high school football regular season, one coach that best demonstrates success on and off the field, develops players' character, discipline, and football skill in addition to emphasizing player health and safety in their program, will be recognized for his commitment to the team, school, and community. The winner is selected by a panel of high school football media members—**Mick McCabe (Detroit Free Press)**, **Hugh Bernreuter (Saginaw News)**, **Bret Bakita (WOOD Radio-106.9 FM, ESPN 96.1 FM-Fox 17/Grand Rapids)**, **James Cook (Traverse City Record-Eagle)** and **Scott DeCamp (MLive-Muskegon Chronicle)**.

This season's program will award \$22,000 to aid in the development and promotion of high school football in the state of Michigan, thanks to contributions from the Detroit Lions, the NFL Foundation, presenting partner, Farm Bureau Insurance of Michigan and associate partner, Gatorade.



Each winning coach during the regular season will receive a \$2,000 donation to his school's football program and a Gatorade performance package, compliments of Gatorade. At the conclusion of the 2019 Michigan High School Football season, the Lions will also select the High School Football Coach of the Year. This season's Coach of the Year will receive a \$4,000 donation to his school's football program, in addition to the Gatorade performance package. All winners will receive a certificate signed by Lions' head coach **Matt Patricia** and National Football League (NFL) commissioner **Roger Goodell**, a personalized game ball as well as acknowledgement at the Detroit Lions vs. Tampa Bay Buccaneers game on December 15.

Currently in its' 23rd year, the Detroit Lions High School Coach of the Week program has awarded \$433,000 to high school football programs throughout the state of Michigan. For more information on the Detroit Lions High School Coach of the Week program, contact Chris Fritzsching, Lions' Director of Football Education, at 313-262-2248.

About Farm Bureau Insurance: Farm Bureau Insurance of Michigan was founded in 1949 by Michigan farmers who wanted an insurance company that worked as hard as they did. Those values still guide the company today and are a big reason why we are known as Michigan's Insurance Company, dedicated to protecting the farms, families, and businesses of this great state. Farm Bureau Insurance agents across Michigan provide a full range of insurance services—life, home, auto, farm, business, retirement, Lake Estate®, and more—protecting Michigan residents with more than 660,000 insurance policies statewide.

About the NFL Foundation: The National Football League Foundation is a non-profit organization dedicated to improving the lives of those touched by the game of football – from players at all levels to communities across the country. The NFL Foundation represents the 32 NFL clubs and supports the health and safety of athletes, youth football, and the communities which support our game.