



Detroit Lions

Football Education Division

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JEFF OLSON OF ISHPEMING HIGH SCHOOL NAMED DETROIT LIONS/FARM BUREAU INSURANCE OF MICHIGAN HIGH SCHOOL FOOTBALL COACH OF THE WEEK FOR WEEK #7

Detroit, MI—The Detroit Lions have named Jeff Olson of Ishpeming High School the week seven recipient of the 2018 Farm Bureau Insurance of Michigan High School Football Coach of the Week Program. Olson's Hematites defeated the Iron River West Iron County Wykons 14-0 to run their record to 7-0. Ishpeming is currently ranked No. 5 in Division 7. On Friday, October 12, the Hematites host the Munising Mustangs (4-3) in a Western Peninsula Athletic Conference-B Division game.

Olson has coached high school football for 37 years and is currently in his 27th season as head coach at Ishpeming. Prior to Ishpeming, Olson spent eight seasons at Marquette and two seasons at Sault Ste. Marie. Under Olson, the Hematites have made the MHSAA playoffs 17 of the last 20 years and 18 seasons in all. The Hematites are three-time Division 7 State Champions, winning in 2012, 2013 and 2015 and were the Division 7 state runner up in both 2010 and 2014. Olson's career record at Ishpeming is 196-90 (68.5%). In 2016, Olson was inducted into the Michigan High School Football Coaches Association Hall of Fame.

High School Football Coach of the Week Program

Each week throughout the 2018 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 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 2018 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 an upcoming Lions home game.

Currently in its' 22nd year, the Detroit Lions High School Coach of the Week program has awarded \$411,000 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 they 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 nearly 500,000 Michigan policyholders.

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.