



Detroit Lions Football Education Division

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JASON MENSING OF OTTAWA LAKE WHITEFORD HIGH SCHOOL NAMED DETROIT LIONS/FARM BUREAU INSURANCE OF MICHIGAN HIGH SCHOOL FOOTBALL COACH OF THE WEEK FOR WEEK #5

Farm Bureau Insurance of Michigan to Present Detroit Lions High School Football Coach of the Week Program in 2017

Detroit, MI—The Detroit Lions have named Jason Mensing of Ottawa Lake Whiteford High School the week five recipient of the 2017 Farm Bureau Insurance of Michigan High School Football Coach of the Week Program. Mensing's Bobcats defeated Adrian Madison 67-0 to run their record to 5-0 on the season.

Mensing has coached for 18 seasons, 15 as a head coach. He was an assistant coach for one year each at Adrian College, Siena Heights University and Addison High School. His head coaching stints included 1 year at Addison, 1 year at Grayling, 3 years at Owosso, 4 years at Tecumseh and he is currently in his 6th season at Ottawa Lake Whiteford. The Bobcats have made the state playoffs in each of his five seasons. Two seasons ago, the Bobcats reached the state semifinals for the first time in school history and last season finished as the Division 8 runner up to state champion Muskegon Catholic Central. Mensing's career record is 90-62 while being 52-13 (80%) at Ottawa Lake Whiteford. On Friday, September 29, the Bobcats travel to Morenci to take on the 3-2 Bulldogs in a Tri-County Conference clash.

In terms of player health and safety, Mensing gathers plenty of information to help educate his coaches and players. Providing baseline concussion testing for all Ottawa Lake Whiteford student-athletes, teaching a better and safer way to block and tackle, and reducing physical contact in practice throughout the course of the season are some of the critical player health and safety points of emphasis employed by Mensing and the Ottawa Lake Whiteford Athletic Department.

High School Football Coach of the Week Program

Each week throughout the 2017 nine-week high school football regular season, one coach that best develops his 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 (former Detroit Free Press sports writer), Hugh Bernreuter (Saginaw News), Bret Bakita (WOOD Radio-106.9 FM, ESPN 96.1 FM-Fox 17/Grand Rapids), and James Cook (Traverse City Record-Eagle).**

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 sideline kit, courtesy of Gatorade. At the conclusion of the 2017 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 sideline kit. All winners receive a certificate signed by Lions' head coach **Jim Caldwell** 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' 21st year, the Detroit Lions High School Coach of the Week program has awarded \$389,000 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.