



Detroit Lions Football Education Division

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PHIL MARTIN OF FRANKENMUTH HIGH SCHOOL NAMED DETROIT LIONS/FARM BUREAU INSURANCE OF MICHIGAN HIGH SCHOOL FOOTBALL COACH OF THE WEEK FOR WEEK #9

Detroit, MI—The Detroit Lions have named Phil Martin of Frankenmuth High School the week nine recipient of the 2017 Farm Bureau Insurance of Michigan High School Football Coach of the Week Program. Martin’s Eagles defeated Freeland 20-7 to complete an undefeated regular season at 9-0. Frankenmuth is currently ranked No. 1 in Division 5 and will host the 7-2 Almont Raiders in a Division 5 pre-district clash in the MHSAA Football playoffs this Friday, October 27.

Martin has coached a total of 26 seasons, including 14 seasons as a head coach (Carrollton, Flint Kearsley, and Frankenmuth). He has been an assistant at Vassar, Saginaw Heritage, and Frankenmuth. Martin is currently in his 5th season as head coach at Frankenmuth with a record of 47-8 (85.5%) and the Eagles have won the Tri-Valley Conference-East Division in each of his five seasons. Martin led the Eagles to the Division 5 state semifinals in 2016.

The Frankenmuth football program and athletic department take pride in the area of player health and safety. Martin leads a youth football camp and speaks at an area coaches’ clinic focusing on teaching Heads Up Football to coaches and participants while Frankenmuth’s athletic trainer assists in making sure all coaches are CPR/AED certified. In addition, Frankenmuth student-athletes in contact sports, grades 9-12, are administered the King-Devick test, a validated, accurate and objective remove-from-play sideline concussion screening test. With this test, trained parents, coaches, athletic trainers, and medical professionals can quickly assess if an athlete requires additional medical attention.

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.