



Detroit Lions

Football Education Division

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TIM WOOPER OF TRAVERSE CITY WEST HIGH SCHOOL NAMED DETROIT LIONS/FARM BUREAU INSURANCE OF MICHIGAN HIGH SCHOOL FOOTBALL COACH OF THE WEEK FOR WEEK #3

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 Tim Wooer of Traverse City West High School the week three recipient of the 2017 Farm Bureau Insurance of Michigan High School Football Coach of the Week Program. Wooer's Traverse City West Titans defeated cross-town rival Traverse City Central 29-27 in the 6th annual TC Patriot game, a game that honors and pays tribute to those active military, military veterans and 1st responders that serve our country and communities.

Wooer is in his 26th season coaching; 23rd as a head coach. He was the head coach of Farwell for four seasons (1995-98), Kingsley for nine seasons (1999-07) and is currently in his 10th season as West's head coach. During his career, Wooer has led his teams to 17 state playoff appearances (6 with TC West), having won the state championship with Kingsley in 2005. His career record is 139-84 (62.3%). On Friday, September 15, the Titans host the 2-1 Petoskey Northmen in a Big North Conference battle.

Player health and safety is a key part of Traverse City West's football program. Student-athletes are evaluated using several baseline concussion screening tests, including ImpACT, through a partnership with Munson Health System. ImpACT is a computerized neurocognitive assessment tool designed to help licensed healthcare providers evaluate and manage a suspected concussion. Student-athletes diagnosed with a concussion are taken through a comprehensive evidence-based return-to-play protocol utilizing the most relevant and up-to-date research. The Traverse City West Athletic department also uses an online software tool called "Sportware" to share information about a student-athlete's rehabilitation and injury management plan with their parents.

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.