



DETROIT LIONS FOOTBALL EDUCATION DIVISION

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COREY PARKER OF RIVER ROUGE HIGH SCHOOL NAMED DETROIT LIONS/FARM BUREAU INSURANCE OF MICHIGAN HIGH SCHOOL FOOTBALL COACH OF THE WEEK FOR WEEK #1

Farm Bureau Insurance of Michigan to Present Detroit Lions High School Football Coach of the Week Program in 2016

Detroit, MI—The Detroit Lions have named Corey Parker of River Rouge High School the week one recipient of the 2016 Farm Bureau Insurance of Michigan High School Football Coach of the Week Program.

Coach Parker led his Panthers to a 34-16 victory over Chelsea at the Prep Kickoff Classic during opening weekend of the high school football season. Currently in his 11th season at River Rouge and his 8th year as head coach, Parker has directed the Panthers to six straight playoff appearances and has a career record of 56-21. River Rouge was the Division 5 state runner-up in 2015. This Thursday, River Rouge plays at Ann Arbor Huron.

In terms of player health and safety, the River Rouge football staff stresses the importance of Hawk tackling for 7th-12th graders. Hawk tackling is a shoulder leverage tackling system, rooted in rugby fundamentals, and designed to take the head out of the tackle to help make tackling safer. In combination with teaching Hawk tackling, the River Rouge football staff conducts auxiliary exercises designed to strengthen the neck muscles. Because the neck is an important part of keeping the head up to make a safer tackle, strengthening the neck results in stronger neck muscles, which can help cushion against and lessen the linear and rotational forces that cause concussions.

High School Football Coach of the Week Program

Each week throughout the 2016 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 (Detroit Free Press), 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 and presenting partner, Farm Bureau Insurance of Michigan.



Each winning coach during the regular season will receive a \$2,000 donation to his school's football program. At the conclusion of the 2016 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. All winners will 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' 20th year, the Detroit Lions High School Coach of the Week program has awarded \$367,000 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.