



# DETROIT LIONS FOOTBALL EDUCATION DIVISION

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## DAN LORIA OF BLOOMFIELD HILLS HIGH SCHOOL NAMED DETROIT LIONS/FARM BUREAU INSURANCE OF MICHIGAN HIGH SCHOOL FOOTBALL COACH OF THE WEEK FOR WEEK #8

*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 Dan Loria of Bloomfield Hills High School the week eight recipient of the 2016 Farm Bureau Insurance of Michigan High School Football Coach of the Week Program.

Loria directed his Black Hawks to a 42-16 victory over Berkley to run their record to 8-0 on the season and clinch the Oakland Activities Association (OAA)-Blue Division title, the first in school history. Currently in his 16<sup>th</sup> season as a head coach (12 at Bloomfield Hills Lahser, 4 at Bloomfield Hills), Loria has led his teams to nine Michigan High School Football State Playoff appearances. Loria's career record is 97-66. Prior to becoming a head coach, Loria spent 7 seasons as an assistant coach at Grosse Pointe South. Bloomfield Hills hosts the 5-3 Lake Orion Dragons on Friday, October 21 in a pivotal week #9 OAA crossover game.

### High School Football Coach of the Week Program

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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.