



# Detroit Lions Football Education Division

FORD FIELD - 2000 BRUSH STREET, SUITE 200 -DETROIT, MI 48226  
313-262-2248 [www.DetroitLions.com/footballeducation](http://www.DetroitLions.com/footballeducation)

For Immediate Release  
Tuesday, September 18, 2018

## RON BELLAMY OF WEST BLOOMFIELD HIGH SCHOOL NAMED DETROIT LIONS/FARM BUREAU INSURANCE OF MICHIGAN HIGH SCHOOL FOOTBALL COACH OF THE WEEK FOR WEEK #4

*Farm Bureau Insurance of Michigan to Present Detroit Lions High School Football Coach of the Week Program in 2018*

**Detroit, MI**—The Detroit Lions have named Ron Bellamy of West Bloomfield High School the week four recipient of the 2018 Farm Bureau Insurance of Michigan High School Football Coach of the Week Program. Bellamy's Lakers defeated the Bloomfield Hills Black Hawks 50-7 to run their record to 3-1. On Friday, September 21, the Lakers host the Lake Orion Dragons (2-2) in an Oakland Activities Association Red Division game.

Bellamy is in his 10<sup>th</sup> season at West Bloomfield and 9<sup>th</sup> as a head coach. The Lakers have reached the MHSAA playoffs the last four seasons, having reached the Division 1 State Finals in 2017, losing to Clarkston 3-2. Bellamy's career record is 50-36 (58.1%). Bellamy also serves as a Master Trainer for USA Football, one of 105 Master Trainers nationwide who travel the country educating youth and high school coaches on player health and safety topics such as concussion recognition and response, heat preparedness, proper equipment fitting, sudden cardiac arrest, shoulder tackling and Heads Up Blocking.

### High School Football Coach of the Week Program

Each week throughout the 2018 nine-week high school football regular season, one coach that best demonstrates success on and off the field, develops 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)**, **James Cook (Traverse City Record-Eagle)** and **Scott DeCamp (MLive-Muskegon Chronicle)**.

This season's program will award \$22,000 to aid 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 Gatorade performance package, compliments of Gatorade. At the conclusion of the 2018 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 performance package. All winners will receive a certificate signed by Lions' head coach **Matt Patricia** 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' 22<sup>nd</sup> year, the Detroit Lions High School Coach of the Week program has awarded \$411,000 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.