



## “Half the Field – Twice the Fun!”

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### FOR IMMEDIATE RELEASE

**October 18, 2008**

## BLACKHAWKS UNVEIL NEW COMMUNITY OUTREACH PROGRAM

COUNCIL BLUFFS – Ia. -- The Iowa Blackhawks, Council Bluffs’ indoor professional football team, announced they will kick off their 2009 Every Child Ahead (ECA) program on January 1, 2009. The ECA program is designed to build character by motivating students to excel in the classroom

“Every Child Ahead gives kids an incentive to do well in school, to be good citizens, and to excel rather than just do enough to get by,” said Blackhawks General Manager Jeremy Poore. “We hope to motivate the 20,000 plus students in the Southwest Iowa with this program.

The program is designed to enhance student and teacher successes in Southwest Iowa schools in association with the *No Child Left Behind* program. The goal of the program is to put Every Child Ahead vouchers in the hands of 10,000 students throughout the Southwest Iowa region.

Beginning in January, children who show exceptional effort in the classroom will be given an Every Child Ahead voucher. Each voucher can be turned into one student and one adult’s sideline ticket for a Blackhawks home game. The voucher can also be used to purchase two additional seats at half price.

“Not only will the children get free admission to any Iowa Blackhawks home game, they will also be recognized on the field before the game,” said Poore.

The Blackhawks are also seeking corporate participation to make sure that long-term impact and benefits of this program can be felt throughout the community and the schools they represent. The goal is to give teachers a chance to reward students for going above and beyond especially where rewards are rarely available.

Interested sponsors can choose between a number of packages that will supply Southwest Iowa schools with vouchers for deserving students.

“This is a great program that I am sure many local businesses and community organizations will want to rally behind,” said Poore.

The Iowa Blackhawks were founded in 2003 and are a member of the American Professional Football League.

For more information on this program, please contact Blackhawks’ general manager Jeremy Poore at (712) 366-9326 or visit the Blackhawks website at [www.iowablackhawks.com](http://www.iowablackhawks.com).

**Have a question about this article? Feel free to contact anyone below for more information.**

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