



NEWS

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For Immediate Release

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MEDIA ADVISORY

KC Chiefs to Kick-Off Football Season With Red Friday Celebration

Celebrity appearances, Chiefs Cheerleaders, live music, giveaways & free pep rally party

KANSAS CITY, Mo. – Kansas City, get ready for some football. Chiefs Red Coaters and the Kansas City Sports Commission and Foundation will kick-off the season September 8 with a day of Red Friday festivities, starting with the *Red Friday Magazine* sales in the morning, an exclusive preview luncheon and free pep rally celebration. A complete list of Red Friday activities can be found at www.kcchiefs.com/redfriday.

Proceeds from Red Friday will benefit select Chiefs players' charities, including Brian Waters 54 Foundation, Salvation Army and King of the Field – Derrick Johnson Foundation. Brian Waters, Chiefs Two-Time Pro Bowl Guard, said he is looking forward to seeing fans come out before the first game of the regular season Sept 10 against the Cincinnati Bengals. "It's always a great opportunity to meet fans and thank them for their support before we start the season. This year's event will be even more special to me because some of the money raised will support the Brian Waters Foundation," explained Waters. "I know that we will fill Westport with Red and Gold this year!"

Starting at 6 a.m., 700 Red Coaters and volunteers will line-up on streets across the metro, selling a special edition *Red Friday Magazine*. A complimentary *Kansas City Star* will be given-away with the purchase of each magazine.

That afternoon, the Kansas City Sports Commission and Foundation will host the annual Red Friday Luncheon at the Pavilion at Arrowhead. Special guest panelists include Chiefs Chairman of the Board, Clark Hunt; President, GM & CEO, Carl Peterson; Chiefs Hall of Famer & Ambassador, Ed Budde; and voice of the Chiefs, Mitch Holthus. A limited number of tickets are available and can be purchased at www.kcchiefs.com/redfriday.

Fans can expect an evening jam packed with entertainment in Westport, as Brian Waters, Kawika Mitchell, Derrick Johnson, other Chiefs players, KC Wolf and Chiefs cheerleaders welcome the crowd with a special program. Nationally acclaimed comedian, David Naster

(www.naster.com), will emcee the event followed by live performances from Nashville recording artist, Lance Combs, (www.lancecombs.com) and 80's cover band, The Zeros (www.adamblueproductions.com/thezerosband/).

The Red Friday Pep Rally is presented by *The Kansas City Star* and Macy's and is organized by the Kansas City Sports Commission and Foundation. Complimentary parking will be offered in all Westport surface parking lots to accommodate everyone. A map of the venue is available at <http://www.sportkc.org/events/documents/PepRallyPUBLIClayout.pdf>.

Chiefs Red Coaters: The Chiefs Red Coaters are a special group of dedicated fans who support the Chiefs football team and the National Football League. They are ambassadors to the community and a vital part of the Chiefs organization. Red Friday was created by the Red Coaters 14 years ago. *For more information about the Red Coaters, please call Jayne Martin at 816.920.4502 or visit www.kcchiefs.com*

Kansas City Sports Commission & Foundation: The Sports Commission promotes sports and recreation throughout Kansas City. Since 1990, the organization has had an economic impact of more than \$600 million in the surrounding metropolitan area. The Commission sponsors over 25 annual events, including youth clinics, annual community and membership luncheons and community-sponsored athletic events. *For more information about the Sports Commission, call Kevin Wicker at 816.474.4652 or visit www.sportkc.org.*

Chiefs Charities:

Brian Waters: Two-time Pro Bowler, Chiefs G Brian Waters, began the Brian Waters 54 Foundation to make a difference in the lives of the less fortunate. In addition to organizations such as First Downs for Down Syndrome and Special Olympics, Waters has worked with such notable area charities as the Love Fund.

Kawika Mitchell: Growing up in Florida, Chiefs LB Kawika Mitchell received his first football during the holiday season thanks to the generosity of the Salvation Army. Mitchell has made it a priority to help give back to this organization since joining the Chiefs, twice serving as a celebrity-ringer for the local Salvation Army's Kettle Drive.

Derrick Johnson: Chiefs LB Derrick Johnson founded the King of the Field – Derrick Johnson Foundation as a way to touch the lives of others. While the foundation is still in its infancy, Johnson already has plans to construct a playground at the East-Side Unit of the Boys & Girls Clubs of Greater Kansas City later this fall, along with other special projects.

Additional Red Friday Details:

Red Friday Magazine Sales

Who: Chiefs Red Coaters

Over 700 Volunteers

What: *Red Friday Magazine Sales*

Where: Kansas City Metro. Full list of locations on www.kcchiefs.com/redfriday

When: Friday, September 8, 6:30 – 9 a.m.

13th Annual Red Friday Football Luncheon, Presented by Midwest United Credit Union

Who: Luncheon Panelists

Clark Hunt, Chiefs Chairman of the Board
 Carl Peterson, Chiefs President, GM & CEO
 Ed Budde, Chiefs Hall of Famer
 Mitch Holthus, Voice of the Chiefs

What: Red Friday Football Luncheon: Exclusive preview of the 2006 Season

Where: Pavilion at Arrowhead

When: Friday, September 8, Noon

For ticket information, go to www.kcchiefs.com/redfriday

Red Friday Pep Rally, Presented by *The Kansas City Star* & Macy's

Who: Chiefs players including Brian Waters, Kawika Mitchell, Derrick Johnson

Chiefs Cheerleaders

Bill Grigsby, Tony DiPardo

Chiefs Red Coaters

Mayor Kay Barnes, Kansas City

David Naster, Comedian

Lance Combs, Nashville Recording Artist

The Zeros, 80's Cover Band

What: Red Friday Pep Rally

Where: Westport

When: Friday, September 8th, 5 – 10 p.m.

Pep Rally Schedule of Events

5:00 p.m.	Pep Rally begins (Music, entertainment, Interactive Exhibits, etc.)
5:30 p.m.	TD Pack Band and Chiefs Cheerleaders
6:00 p.m.	Program begins (Announcements, KC Wolf, etc.)
6:30 p.m.	Tribute to Bill Grigsby, Tony DiPardo & Lamar Hunt
6-7 p.m.	Metro Sports and Channel 5 Live from Westport
7:00 p.m.	Player introduction (Chiefs Management, Ambassadors, Brian Waters, Kawika Mitchell, Derrick Johnson and other Chiefs players)
7:30 p.m.	Pep Rally Program ends
8:00 p.m.	Lance Combs – Live Performance www.lancecombs.com
9:00 p.m.	The Zeros – Live Performance
10 p.m.	Pep Rally ends

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