

FOR IMMEDIATE RELEASE



330 NFL Draft Picks 🏈 77 First-Round NFL Draft Picks 🏈 106 NFL Pro Bowlers 🏈 37 Super Bowl Champions 🏈 Two Heisman Trophy Winners
143 NCAA First Team All-Americans 🏈 Eight Maxwell Award Winners 🏈 Nine NFL Rookies of the Year

AMERICAN FAMILY INSURANCE IS NOW THE PRESENTING PARTNER OF THE U.S. ARMY ALL-AMERICAN BOWL

ROCKAWAY, N.J. (Sept. 9, 2016) – All American Games™ and American Family Insurance are proud to announce an extended partnership that names American Family Insurance as the presenting partner of the U.S. Army All-American Bowl.

The Bowl will be televised live on NBC at 12 noon CST and will feature the nation's top 100 high school football players, and the game's official title will now be referred to as the U.S. Army All-American Bowl Presented by American Family Insurance.

For 17 years, the U.S. Army All-American Bowl has been the nation's premier high school football game, serving as the preeminent launching pad for America's future college and NFL stars. Odell Beckham Jr., Patrick Peterson, Adrian Peterson, and Christian McCaffrey made their national debuts as U.S. Army All-Americans. A total of 330 U.S. Army All-American Bowl alumni have been selected in NFL Drafts.

The 2016 Bowl drew a crowd of 39,121 to the Alamodome, and the broadcast is annually the most-watched high school sporting event of the year.

American Family Insurance strives to inspire, protect and restore dreams. Because every dream deserves a champion, at the official selection ceremony of every U.S. Army All-American, the All-American's family is presented with the American Family Insurance Dream Champion Award as a token of their continual efforts in protecting their All-American's dreams.

"Dreams are achieved with hard work, dedication and support from others", said Telisa Yancy, Chief Marketing Officer for American Family Insurance.

"Since 2011, American Family Insurance has proudly supported the dreams of U.S. Army All-Americans – both football players and marching band members – and their families, their friends, and their communities. We're honored to extend our partnership with All American Games and are committed to doing whatever it takes to make their dreams come true."

For more information on the U.S. Army All-American Bowl and its related events visit www.usarmyallamericanbowl.com and www.goarmy.com/events/aab. Connect with all #ArmyBowl activity at fb.com/ArmyAllAmerican, or at the official Twitter (@ArmyAllAmerican) and Instagram (@armyallamericanbowl) accounts.

About All American Games™

New Jersey-based sports marketing and event company All American Games™ owns and produces elite national youth and prep sporting events and properties, including the U.S. Army All-American Bowl, Football University, FBU National Championship, and the FBU Top Gun Showcase.

About American Family Insurance

Madison, Wis.-based American Family Insurance is the nation's third-largest mutual property/casualty insurance company and ranks 358th on the Fortune 500 list. The company sells American Family-brand products, including auto, homeowners, life, business and farm/ranch insurance, through its exclusive agents in 19 states. American Family affiliates ([The General](#), [Homesite](#) and [AssureStart](#)) also provide options for consumers who want to manage their insurance matters directly over the Internet or by phone. Web: www.amfam.com; Facebook: www.facebook.com/amfam; Twitter: www.twitter.com/amfam; Google+ plus.google.com/+amfam/.

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