



## The Seattle Seahawks, United Way of King County, the Verizon Foundation Launch *Character Playbook*

**Seattle, WA (September 27<sup>th</sup>, 2016)** – The Seattle Seahawks and United Way of King County have teamed together to launch *Character Playbook*<sup>™</sup> with the support of the Verizon Foundation. The new interactive online course is focused on youth character development and building healthy relationships. It will be implemented directly in schools throughout King County. This initiative was previously launched nationally during the 2016 NFL Draft. *Character Playbook* is powered by education technology leader EverFi, Inc., which currently works in more than 20,000 K-12 schools and 1,300 colleges.

*Character Playbook* uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle school years. The course is comprised of six interactive, digital modules that cover key concepts around positive character development, social-emotional learning, and building healthy relationships. Designed for 7<sup>th</sup> – 9<sup>th</sup> graders, the digital learning experience enables students to engage with true-to-life scenarios that include bystander intervention strategies and positive relationship examples.

“Learning to respect and be kind to others takes dedicated practice, just like football,” said Seahawks wide receiver Tyler Lockett. “This program takes students through everyday conversations and situations and offers tips on how to respond, demonstrate compassion and fairness to everybody. It is our time to help influence and make a difference in the lives of youth with this platform that we have been given.”

“We all know the middle school years can be tough,” said Jon Fine, President and CEO of United Way of King County. “This program addresses challenges middle schoolers face and offers solutions to those challenges. One of United Way of King County’s key areas of focus is building a community where students graduate. That starts early, before kindergarten, and persists through students receiving their high school credentials. We’re pleased to join Everfi, Verizon and long-time partner Seattle Seahawks on a program that supports those critical middle school years.”

“As a leader in the community, Verizon uses its resources and expertise to create innovative solutions that help the vulnerable in our society,” said Jonathan LeCompte, president for Verizon - Pacific Market. “Through our Verizon Foundation, we focus on education and character development programs. By supporting *Character Playbook* in Seattle we can make an impact and address topics that are critical to middle school students’ success across the region.”

“We often assume young people will simply find their way to positive character and healthy relationships, but it is a skill that can be taught and nurtured,” said EverFi Chief Operating Officer Tammy Wincup. “The

NFL and United Way are committed to helping lift up communities and they are thrilled to bring *Character Playbook* to students across King County.”

The launch event at Cascade Middle School on Tuesday, September 27<sup>th</sup> **will include** Seattle Seahawks players, including Tyler Lockett and K.J. Wright. More than 300 students, district and city officials are expected to attend the event.

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### **About The Seattle Seahawks**

The Seattle Seahawks joined the National Football League (NFL) in 1976 as an expansion team. Seattle is the only team to have played in both the American Football Conference (AFC) and National Football Conference (NFC) Championship Games. The Seahawks won their first title by defeating the Denver Broncos 43-8 in Super Bowl XLVIII. The team plays at CenturyLink Field in downtown Seattle and is owned by local businessman, investor, and philanthropist Paul Allen. The mission of the Seahawks Community Outreach department is to forge the unique bond between the team and the 12s. On gameday and throughout the year, Community Outreach creates experiences that encourage and inspire people across the Pacific Northwest. Visit [Seahawks.com](http://Seahawks.com) for more information.

### **About The United Way of King County**

United Way of King County is building a community where people have homes, students graduate, and families are financially stable. United Way of King County is a long-time partner of Seattle Seahawks on projects and programs that enrich and strengthen the Greater Seattle community.

### **About Verizon**

Verizon Communications Inc. (NYSE, Nasdaq: VZ), headquartered in New York City, has a diverse workforce of nearly 162,700 and generated nearly \$132 billion in 2015 revenues. Verizon operates America’s most reliable wireless network, with 113.2 million retail connections nationwide. The company also provides communications and entertainment services over mobile broadband and the nation’s premier all-fiber network, and delivers integrated business solutions to customers worldwide.

### **About EverFi, Inc.**

EverFi is the education technology innovator that empowers learners of all ages with the skills that prepare them to be successful in life and work. With backing from some of technology’s most innovative leaders including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, and Twitter founder Evan Williams, EverFi has built the most comprehensive critical skills digital platform serving over 12 million students. Learn more at [www.everfi.com](http://www.everfi.com).

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