



May 8, 2017

Dear Coaches,

Many of you know the Rooney name to be synonymous with family-values, the city of Pittsburgh, and of course- the Steelers. While generations of Rooney men have been passionate about football here in Western PA, we've also been big supporters of ways to strengthen and serve our community.

High school coaches have a unique role to play by serving as leaders and role models for youth. A great coach empowers his athletes to develop from good players on the field to great men in the community.

To support coaches in engaging athletes, the Pittsburgh Steelers and the Rooney family have partnered with United Way to expand Coaching Boys into Men (CBIM)- a program that equips high school coaches with the tools they need to teach male athletes healthy relationship skills they can carry into adulthood.

CBIM builds off of the principles of teamwork, fair play and personal responsibility already taught in sports and helps coaches have structured 15-minute conversations with athletes about respectful relationships, aggression on and off the field, and more. CBIM not only recognizes coaches' ability to be great role models in athletes' lives, but also understands that athletes are leaders in school culture who can model respectful behavior for their peers. It enables young men to take ownership in exhibiting and encouraging healthy relationships for others.

The Pittsburgh Steelers are hosting a Coaching Boys into Men training on May 20<sup>th</sup> at Heinz Field for coaches interested in integrating character-building into their athletic program. I invite you to join us and learn more.

Sincerely,

A handwritten signature in blue ink that reads "DR3".

Dan Rooney