



Professional Speaker Paul Vitale is grateful to the Arizona Cardinals Football Club for giving him the opportunity to be a part of this camp.

EVENT OVERVIEW

ARIZONA CARDINALS HOST FOOTBALL SKILLS AND EDUCATION CAMP Paul Vitale Challenges Inner Heroism

Tempe, Arizona – May 24, 2010 – The Arizona Cardinals Football Club hosted the eighth annual “Football Skills and Education Camp” on Saturday, May 22 at their home field, the University of Phoenix Stadium.

The high intensity camp offered over 700 students from high schools across Arizona and the surrounding region the opportunity to receive a full day of classroom and on-field football instruction from professionals, players and Cardinals coaches. While the on-field portion included in-depth techniques and skills trainings, the classroom segment centered on the dynamic program "**A Hero Within**," developed and presented by Arkansas’ own **PAUL VITALE**.

Recognizing both the aspirations and daily challenges of young people today, Vitale focused on three key points to drive home the message of his signature program: dare to dream courageously, establish a course of action and be resilient like none other. Through his impassioned message to the athletes, Vitale not only reinforced the values of the Cardinals organization, he challenged the student athletes to release their inner heroism, while encouraging them to thrive and excel through positive actions.

Directed by Coach Mo Streeby, Youth Football Coordinator for the Arizona Cardinals, the on-field action was equally intense. During the day-long camp the student athletes learned proven techniques, ran various drills and practiced routes with current and past players such as offensive lineman Herman Johnson, rookie wide receiver Juamorris Stewart and rookie quarterback Max Hall. Students in every football position had the chance to realize their dream of working with the pros.

“Having the chance to speak on behalf of the Arizona Cardinals to student athletes not only from Arizona but also the surrounding states was a privilege,” Vitale stated. When questioned about the crux of his speech he replied, “I encouraged them to realize that you play the game of football on the field and the game that we call ‘life’ off the field. And with that comes a great deal of responsibility.”

“I asked each student to sit back, take a deep breath and let the moment sink in. Here they were, in an empty stadium where one of 32 NFL teams plays in front of 63,000 fans on any given Sunday. For that moment they were living out a dream, their dream, to be in that environment. For one day the challenges that they are faced with, day in and day out, faded into the background while they soaked in the possibilities that lie ahead. It was a great experience for everyone.”

PAUL VITALE is a native of Russellville, Arkansas. His expertise, energy and ability to encourage people to exceed their potential, both personally and professionally, has been described by his audiences as extraordinary. In existence since early 2004, the proven program "**A Hero Within**" has been presented to individuals from Arkansas, to Washington, D.C., to Minneapolis, Minnesota on behalf of NFL teams, player foundations, school districts and various organizations.