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ATTN: NEWS / ASSIGNMENT EDITORS
MEDIA ADVISORY FOR TUESDAY, MAY 31

ST. LOUIS RAMS TO HOST NFL HIGH SCHOOL PLAYER DEVELOPMENT CAMPS

-Program addresses challenges facing high school football programs across the country-

- WHAT:** 2011 High School Player Development Camp presented by the National Guard
- WHO:**
- St. Louis Rams Special Teams Quality Control Coach Derius Swinton
 - Guest Speaker Paul Vitale
 - Members of the National Guard
 - Incoming High School Football participants, grades 9-12
- WHEN:**
- Tuesday May 31, 6-8 pm featuring guest speaker Paul Vitale
Wednesday, June 1, 6-8 pm featuring guest speaker Rams Special Teams
Quality Control Coach Derius Swinton
Thursday, June 2, 6-8 pm featuring guest speakers from the National Guard
- WHERE:** Christian Brothers College High School
1850 De La Salle Drive
Saint Louis, MO 63141
- BACKGROUND:** As part of the Rams commitment to youth football, the club has partnered with the National Football League to host the 2011 High School Player Development Camp at Christian Brothers College High School. HSPD serves as a free resource for both high school players and coaches. The program emphasizes safety and concussion awareness, character development and life skills, and football fundamentals. Camp features include character development, life skills, on-field techniques, motivational speakers, skill development and time management instruction. Each participant will receive an HSPD student planner, NCAA Initial Eligibility Requirements and SAT/ACT information.

Every session will feature a different guest speaker beginning tonight with Paul Vitale, who travels the nation combining his unique combination of passion, energy and experience to encourage and motivate people. Tomorrow night, Rams Special Teams Quality Control Coach Derius Swinton will be the featured speaker followed by members of the National Guard on June 2.

The Rams will be hosting a second High School Player Development Camp at Belleville West High School June 20-24. From these two camps, the Rams will select 12 participants to represent the Rams at the NFL National High School Player Development 7-on-7 tournament later this year.

For more information, please contact Kyle Eversgerd at 618-660-5531