

Paul did a *remarkable* job relating to our staff \dynamic and delivered with such *zest* \thought-provoking, *humorous*
It is amazing what an *impact* Paul can have in a young pe \life \His *energy* and enthusiasm are contagious \enthusiasm,

PAUL VITALE
PROFESSIONAL SPEAKER

VITAL
COMMUNICATIONS

Motivational Madness E-Newsletter

Gridiron Giant Has Heart of Gold



Paul, Matt Birk & Brad Madson
of the Minnesota Vikings

Minnesota Vikings' six-time Pro Bowl Center Matt Birk was named ***Vikings' Community Man of the Year*** by the Vikings' Executive Director of Community Relations/Youth Football Brad Madson on Tuesday, December 16, 2008 at the Vikings' Winter Park Training Facility. Paul was honored to be tagged by the Vikings to reinforce the values of their community relations department during the celebration.

Presenting a hand-painted, commemorative game ball to Matt, Brad told the group of media, Vikings' staff and students present, "For the past seven years, nobody's done more on our team in community service than Matt Birk. I'm proud to name him Vikings' Man of the Year for the seventh consecutive year."

Midway through the special event, Paul presented a segment of his message ***A Hero Within*** to the gathering at Winter Park, which included winners of the Vikings/Star Tribune Gridiron Geography program.

"For me as a public speaker to be here in the Twin Cities is such an honor, just getting a feel for what this great NFL franchise is about," said Paul. "It's a privilege to be given the opportunity by the Vikings to be part of the celebration honoring Matt and recognizing these students."



Paul encourages Gridiron Geography Champs

Gridiron Geography is a program tracking the cities in which the Vikings play. The winning school, Metcalf Junior High School in Burnsville, Minnesota, was chosen through a drawing of classrooms participating statewide. In addition to being treated to a pizza party by Matt in the Vikings' cafeteria, the students participated in fitness activities and drills with Matt and Paul inside the Winter Park field house.



Matt Birk leads the students
in drills as Paul assists

"Whatever your dreams are, I'm going to encourage you to chase after them," Paul told the students as they sat spellbound in the field house end zone. "Be smart and realize you surround yourself by the people you want to become more like."

When asked by a student how he made it to the NFL, Matt replied "You just have to believe in yourself that you can do it. That's why Paul's message today was great; always dare to dream, chase your dreams, and don't give up."

After his experience with the Vikings and Matt, Paul had this to say: "What impresses me the most is the dedication this team has to their

community. To me that is what true sportsmanship is all about."

Committed to the Community

The Minnesota Vikings have a long history of community involvement. Though many are familiar with the National Football League's "Community Tuesday" program; what is less well-known is the fact that the concept was originally implemented by the Vikings and then adopted League-wide. Community Tuesdays have Vikings' players active in community events at local schools, hospitals, recreation centers and other nonprofit organizations on their only day off of the week during the season.



Brad names Matt Birk Vikings' Man of the Year

Vikings' Executive Director of Community Relations/Youth Football Brad Madson first joined the Vikings staff in 1992. During his tenure, Brad has developed the Vikings' community relations into one of the NFL's strongest. Through NFL Charities, LISC (Local Initiatives Support Corporation) and the Minneapolis and St. Paul Park and Recreation Boards, Brad helped lead the \$600,000 refurbishing of North Commons Park and Parade Stadium in Minneapolis along with Griffin Stadium and Jimmy Lee Center in St. Paul.



Paul listens intently as Matt describes his HIKE Foundation

Though the list is long, a few of the organizations Brad supports include the United Way, NFL Alumni Association, and the Page Education Foundation. His love for community and team impassions the Vikings to give back to those surrounding them. Nowhere is this more evident than in Matt Birk's **HIKE Foundation**.

Since joining the Vikings in 1998, Birk has been a cornerstone in the Vikings' community efforts. Founded in 2002, Matt's HIKE Foundation was established to provide at-risk Twin Cities' children with the educational opportunities needed to excel in the classroom and in life. The Foundation's signature program, HIKE SCHOLARS has been designed to change lives generationally through education by providing children with the Hope, Inspiration, Knowledge and Education they will need to make it

through the key educational transition points between elementary, middle, high school and college.

"Matt's Foundation holds such promise for at-risk youth in the Twin Cities metropolis," exclaimed Paul. "I'm looking forward to working with Matt to reinforce his mission!"

See More of Paul on YouTube!

In addition to our Video Library at paulvitale.com, you can catch several new videos of [Paul](#) in action on YouTube. Founded in February 2005, YouTube is the leader in online video, and the premier destination to watch and share original videos worldwide through a Web experience.

The fastest growing online video source, YouTube was purchased by Google in 2006, less than a year after its launch. YouTube has struck numerous partnership deals with content providers such as CBS, BBC, Universal Music Group, Sony Music Group, Warner Music Group, NBA and The Sundance Channel. Paul is excited to be able to share additional video clips with you through this fascinating website!

