

Bills and M&T Bank Announce 'Touchdown for Teachers' **New teacher recognition program provides priceless Bills game day experience**

ORCHARD PARK, N.Y.—The Buffalo Bills and M&T Bank announced today a new “Touchdown for Teachers” program where teachers are honored for their outstanding service to their schools and communities.

During the November 29 Buffalo Bills home game vs. the Miami Dolphins, five selected finalists will receive:

- Two tickets to the Bills home game on November 29
- Official in-game recognition on-field during pre-game festivities on November 29
- An official Buffalo Bills game ball

The Touchdown for Teachers grand prize winner will be announced at the November 29 game and will receive an in-class visit from a Buffalo Bills team member.

Honorees are chosen based on their amount of involvement in the school or community, degree of positive impact on the school or community and their demonstrated commitment to education. Honorees must be nominated and the application forms are due no later than Friday, Nov. 6, 2009. All honorees will be notified no later than Monday, Nov. 16, 2009.

“The Touchdown for Teachers program is a great opportunity to nominate and recognize the outstanding individuals in our region that teach our children,” said Bruce Popko, Bills senior vice president of business development. “This unique and positive recognition program is something that the Bills and M&T Bank are proud to partner on, and we expect to receive many Touchdown for Teachers applications!”

“Community involvement has always been important to M&T Bank and this program allows us to partner with the Buffalo Bills to recognize leaders in education,” said Peter J. Eliopoulos, chief marketing officer for M&T Bank. “Touchdowns for Teachers give students, parents, and school officials a fun and exciting way to honor teachers.”

All nomination forms and applications are available at M&T Bank and may be mailed to the Buffalo Bills at One Bills Drive, Orchard Park, NY 14127 or faxed to (716) 312-8603. For more information and to print a copy of the Touchdown for Teachers Application, please go to www.buffalobills.com under the promotions section at www.buffalobills.com/fans/contests-and-promotions.

Founded in 1959, the Buffalo Bills are one of the most storied franchises in the National Football League (NFL). The Bills have won two American Football League (AFL) Championships (1964-1965) and won an NFL record four straight AFC Championships (1990-1993) that included four trips to the Super Bowl. The Bills are a progressive organization and pride themselves on the regionalization of their team. They hold their training camp in Rochester, NY and were the first NFL team ever to play a home game in Canada with the Bills Toronto Series that began in 2008. As Western New York’s top-rated sports and entertainment choice, the Bills annually entertain nearly one million fans at Ralph Wilson Stadium, produce the region’s number-one rated sports television programming, have one of the NFL’s largest fan clubs with the Bills Backers, and host the most visited team website in Western New York. Under the guidance of newly elected Hall of Fame member and original team founder, Ralph C. Wilson, Jr., the Bills are celebrating their 50th Season in 2009. For more Bills information visit www.buffalobills.com or call (716) 648-1800.

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