

## **Bills and M&T Bank Kickoff Second Annual 'Touchdown for Teachers'**

### **Teacher recognition program provides priceless Bills game day experience**

**BUFFALO, N.Y.**—The Buffalo Bills and M&T Bank announced today the second annual “Touchdown for Teachers” program where teachers are honored for their outstanding service to their schools and communities.

During the Nov. 28 Buffalo Bills home game vs. the Pittsburgh Steelers, five selected finalists will receive:

- Two tickets to the Bills home game on Nov. 28
- Pre-game access to watch warm-ups
- In-game recognition on the video board
- An official Buffalo Bills game ball

The Touchdown for Teachers grand prize winner will be announced at the Nov. 28 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 Monday, Nov. 15, 2010. All honorees will be notified no later than Friday, Nov. 19, 2010.

“Last year, the inaugural Touchdown for Teachers program had over 100 applications and received positive reviews from the outstanding individuals in our region that teach our children,” said Bruce Popko, Bills senior vice president of business development. “The Bills and M&T Bank are proud to partner on Touchdown for Teachers and we look forward to another successful campaign in 2010.”

“During M&T Bank’s 25-year partnership with the Bills, we’ve always tried to add new features to benefit fans and the community. Touchdowns for Teachers gives students, parents, and school officials a fun and exciting way to honor the outstanding teachers in our community,” said M&T Bank President Mark J. Czarnecki.

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, N.Y. 14127, or faxed to (716)312-8603. For more information and to submit an application, please go visit the Bills website at [www.BuffaloBills.com](http://www.BuffaloBills.com) and click on the promotions section or download the application directly at [www.buffalobills.com/assets/pdf/tocuhdown-4-teachers.pdf](http://www.buffalobills.com/assets/pdf/tocuhdown-4-teachers.pdf).

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, N.Y., 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 three quarter of a 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 Hall of Fame member and original team founder, Ralph C. Wilson, Jr., the Bills will play one exhibition game and one regular season game in Toronto in 2010. For more Bills information, visit [www.buffalobills.com](http://www.buffalobills.com) or call (716)648-1800.

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