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**PACKY PLAYFAIR – THE FIRST MASCOT FOR SPORTSMANSHIP
LAUNCHES IN 75,000 ELEMENTARY SCHOOLS ACROSS AMERICA**

*National Initiative Offers Free Tools For Parents, Kids, Teachers & Coaches To Learn How To
Play Fair In Sports & Life*

WHITE PLAINS, NY, – **November 16**, 2004 – Playing sports isn't what it used to be. Kids today are often under pressure to perform like elite athletes; sports-obsessed parents are bullying kids, coaches and each other; everyone would agree something needs to be done.

This week 75,000 elementary schools across the nation will soon learn the fundamentals of fair play from "Packy PlayFair," the first national mascot for sportsmanship. These schools will receive a free poster with Packy PlayFair's first call-to-action; Take Packy's Pledge which is a simple commitment for kids to play fair: Follow the rules; Always try your best; Include everyone; Respect your opponent; and Have Fun. As Packy says, "Sports are Good – Be One!"

Wally Halas, founder and managing director of Always Play Fair, LLC, today announced the launch of "Packy." As a parent and a coach who has worked more than 30 years in education and athletics, he has experienced first-hand the continuous decline in sportsmanship, fair play and good behavior among kids, parents, and coaches. "We need creative, innovative tools to reach out to kids on their level using their language," said Halas, "We developed Packy, a fun, cool pachyderm character, to help young people learn to understand how to behave, how to correct their own acts of poor sportsmanship, and how to recognize when others aren't doing the right thing. Having an interesting, dynamic character as a spokesperson can facilitate this learning."

Leading sports organizations who have expressed support for Packy as a mascot for good sportsmanship include: the United States Olympic Committee Community-Based Organizations (which include, Boys & Girls Clubs of America, YMCA, YWCA, JCCA, the Native American Sports Council and Disabled Sports USA); the President's Challenge (a program of The President's Council on Physical Fitness and Sports); the National Association for Sport and Physical Education; and Youth Sports USA, among others.

"The Olympics are the highest level of sports achievement and should reflect an unquestionable level of good sportsmanship. We believe that Packy is the perfect vehicle to help teach children how to strive for sports achievements in an ethical, responsible, and fair manner," said Jeanne Picariello, United States Olympic Committee Community-Based Organizations Council.

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To reinforce Packy's sportsmanship message, Always Play Fair is calling on kids, parents, coaches and educators to visit Packy's web site www.packyplayfair.com and take action. Kids and teams who take Packy's pledge will receive a free sportsmanship patch; parents and coaches will receive a free sportsmanship pin to be worn as a sign that they are part of the solution.

Rick Wolff, chairman of the Center for Sports Parenting and author of *The Sports Parenting Edge*, said, "Sports should be a positive experience for kids, but too often parents, coaches, players and their teammates are pushing too hard and are unable to handle losses and wins properly. Packy serves an unmet need; a neutral presence in the world of sports whose only agenda is to encourage and teach everyone to have fun and play fairly."

As a life-sized mascot, Packy will attend games, events, and school assemblies. Packy wants to be fair about where to make some of his first appearances, so he is holding a national contest: Packy's Tell Us Your Story -- "Sports Are Good – Be One™." Kids are asked to write a story with examples of good or bad sportsmanship and tell Packy what they did. The top three winners will receive an appearance by Packy at their school. Additional details and rules can be found at www.packyplayfair.com.

Always Play Fair™ is dedicated to expanding the message of sportsmanship and fair play through the development of games and lessons taught by its mascot, Packy PlayFair™. Always Play Fair's vision is to make sportsmanship, fair play and good behavior as fundamental to raising successful members of society as the three R's "Reading, 'Riting and 'Rithmetic." The Always Play Fair website offers free sportsmanship tools including a teachers' corner with lesson plans; a sportsmanship quote of the week; an email newsletter; a "Packy's Pals" section for kids, and much more.

Halas played basketball for Clark University, earning All-New England and team MVP honors. He also spent 16 years as a head coach, first at Clark University and then at Columbia University. Halas served as Commissioner of the Scholar-Athlete Games, developing, organizing and administering this biennial \$3.2 million event involving more than 7,000 participants from 186 countries and all 50 states. Halas also hails from a noted coaching family. His granduncle was the famed founder, owner, coach and president of the Chicago Bears, George "Papa Bear" Halas; his grandfather, Walter Halas, was Knute Rockne's backfield coach at Notre Dame; his father, Pete Halas, spent 25 years as a scout for the Bears.

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