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# NEWS

## FOR IMMEDIATE RELEASE

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## **Pro Football Hall of Fame and Allstate Insurance to Honor Howie Long As “Hometown Hall of Famer” at Charlestown Boys & Girls Club**

*National Program Recognizes Pro Football's Greatest Players in their Hometown Communities*

**Boston, Mass. – Sept. 7, 2011** – Pro football legend Howie Long will be recognized by the Pro Football Hall of Fame and Allstate Insurance Company today in Charlestown, Mass., as part of “Hometown Hall of Famers,” a national program honoring the hometown roots of the sport’s greatest players with special ceremonies and plaque dedication events in local communities.

“This program is about celebrating the hometowns that helped pave the way for future Pro Football Hall of Famers to become the legendary football players we all know and love,” said George Veras, Pro Football Hall of Fame Enterprises president and CEO. “Together with Allstate we are proud to recognize Howie Long with his ‘Hometown Hall of Famer’ plaque where it all began here in Charlestown.”

A former all-pro defensive end for the Oakland and Los Angeles Raiders, Long will be presented with his “Hometown Hall of Famer” plaque during a special ceremony today at 3 p.m. ET at the Charlestown Boys & Girls Club, where the plaque will live permanently to serve as an inspiration to club members. The presentation will be made by Boys & Girls Clubs of Boston Nicholas President and CEO Josh Kraft.

“To be part of a program that brings the prestige and tradition of the Pro Football Hall of Fame to communities like Charlestown is an honor for Allstate, our agents and employees,” said Mark LaNeve, Allstate executive vice president, marketing and sales operations, who will also take part in today’s ceremony.

Attending the private ceremony will be community officials and representatives from the Pro Football Hall of Fame, Allstate and Boys & Girls Clubs of Boston (which runs the Charlestown Club), as well as several Charlestown Club members. In addition to the plaque, a commemorative Howie Long “Hometown Hall of Famer” road sign will be displayed in the Charlestown community.

Growing up in the greater Boston area, Long spent countless hours as a member of the Boys & Girls Club and continues to support the organization today.

“We are deeply honored that Howie selected our Charlestown Club as a place of personal importance in his hometown,” Josh Kraft said. “Not all of our members can grow up to be a pro football hall of famer, but Howie’s message to the young people we serve is clear: that by working hard, staying focused on your dreams, and seeking positive adult role models, you can overcome obstacles and reach your potential.”

Long was a three-sport star at Milford High School and earned a full scholarship to play football at Villanova University. He was drafted in the second round of the 1981 National Football League draft by the Oakland Raiders and played one season in Oakland before the franchise was moved to Los Angeles. In 1983, the 6’5 defensive end helped the Raiders to a Super Bowl title with a 38-9 victory over the Washington Redskins in Super Bowl XVIII.

In his 13-year career, Long was selected to the Pro Bowl eight times and recorded 84 career sacks. He was selected to the NFL’s All-Decade team of the 1980s and was inducted into the Pro Football Hall of Fame in 2000.

“Hometown Hall of Famers presented by the Pro Football Hall of Fame and Allstate” is the Hall of Fame’s first nationwide plaque program and will lead into the celebration of its 50<sup>th</sup> anniversary in August 2012. For more information on the program, fans can visit [www.profootballhof.com](http://www.profootballhof.com).

### **About the Pro Football Hall of Fame**

In its day-to-day operation, the Pro Football Hall of Fame works very closely with all facets of the pro football family – the National Football League, the 32 NFL clubs, and other entities to ensure the overall success of the Pro Football Hall of Fame. In turn, the Hall strives to serve as the best possible historical showplace and repository for the sport of pro football. The Hall of Fame is a 501(c)(3) not-for-profit educational institution that focuses on education, promoting, preserving, and honoring the great individuals and moments that have shaped the sport’s history.

### **About Allstate**

[The Allstate Corporation](http://www.allstate.com) (NYSE: ALL) is the nation’s largest publicly held personal lines insurer known for its “You’re In Good Hands With Allstate®” slogan. Now celebrating its 80th anniversary as an insurer, Allstate is reinventing protection and retirement to help nearly 16 million households insure what they have today and better prepare for tomorrow. Consumers access Allstate insurance products (auto, home, life and retirement) and services through Allstate agencies, independent agencies, and Allstate exclusive financial representatives in the U.S. and Canada, as well as via [www.allstate.com](http://www.allstate.com) and 1-800 Allstate®.

### **About Boys & Girls Clubs of Boston**

Since its founding in 1893, BGCB has helped young people, especially those who need us most, build strong character and realize their full potential as responsible citizens and leaders. We do this by providing a safe haven filled with hope and opportunity, ongoing relationships with caring adults, and life-enhancing programs. Today, BGCB serves 14,000 young people, ages 6 to 18, in 10 Club and summer camps, including Camp Harbor View, and through YouthConnect, our innovative partnership with the Boston Police Department. BGCB is an affiliate of Boys & Girls Clubs of America and The United Way of Massachusetts Bay and Merrimac Valley. Visit us at [www.bgcb.org](http://www.bgcb.org).

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