



2006 Les Schwab Bowl North vs. South All Star Football Game

Oregon's 59th annual North-South high school all star football game, *The Les Schwab Bowl*, celebrated its ninth game since its return to Portland on Friday night June 23rd. Going into the game, the series was tied at 27 wins apiece with four ties. The North broke the tie with a 49- 25 win in front of 7,530 fans while a large audience listened to the live broadcast on 750 KXL. It was an entertaining game with many phenomenal plays. Kevin Riley, the North quarterback, was named the game's Most Valuable Player, followed by Brady Camp as the North's Top Lineman and Alex Green as the North's Most Valuable Back. From the South, Tim Endecott received Top Lineman and Kyley McCrae won Most Valuable Back. The game was a success for everyone involved.

HIGHLIGHTS OF THE WEEK

The Les Schwab Bowl is more than just a game for the coaches and players, it's a full week of practices and activities.

Each night the players were in town, they followed up their "daily doubles" with a fun activity. Thanks to some of our sponsors, the coaches and players enjoyed their week doing the following:

- Saturday:* Pizza feed and trip to Oaks Park Amusement Park. Players met their teammates and broke the ice with some fun rides and competitive games at Oaks Park. *Pizza Shmizza* provided the players a feast of Pizza and Dylan Day from the North Squad won the 1st Annual Les Schwab Bowl Pizza Eating Contest!
- Sunday:* Dinner and Laser Tag at LaserPort. LaserPort provided a big feast for the players and coaches while the boys and coaches enjoyed fast-paced games of laser tag and hung out in the Arcade.
- Monday:* Portland Beaver game at PGE Park. The game was a good chance for the boys to get off their feet and also see where they will be playing at the end of the week. PGE Park's promotion staff featured the players in their between-inning promotions while the coaches watched the game from a suite.
- Tuesday:* Dinner and fun at Bullwinkle's Family Fun Center. The boys were provided dinner and free outdoor games, including bumper boats, miniature golf, batting cages, and race cars. Also available were free arcade games upstairs and a big screen TV for those that did not want to miss

the NBA finals game or the Oregon State Beavers dramatic run through the NCAA College World Series.

- Wednesday:* Pizza feed at Pietro's and Bowling at Kellogg Bowl
While the coaches were having their annual "Coach's Seafood and Crab Feed," the boys were treated to pizza and as many games of bowling for two hours at Kellogg Bowl.
- Thursday:* Hospital visit to Providence Child Center and Les Schwab Bowl Banquet @ Multnomah Athletic Club.
- Friday:* Regal Cinema Movie and game day.

Providence Hospital Visit

For the past three years, teams have visited a children's hospital the day before the game. This year, both teams dedicated their Thursday afternoon to the Center for Medically Fragile Children at Providence Child Center. The players were able to interact with children, reading them stories, participating in wheelchair dancing and parachute activities. For many players, this experience was a life-changing event and had a huge impact on everyone.

Les Schwab Bowl Banquet

After a long week of practices and nightly activities, the players were finally able to see their family and friends in a wrap-up ceremony of the week in a banquet at the Multnomah Athletic Club overlooking PGE Park.

Bob Akamian served as our master of ceremonies and did a great job entertaining the players, families, sponsors and guests at the Banquet. Presentations were given by all coaches, giving thanks to our sponsors and sharing memorable moments and experiences throughout the week. Awards were then presented, such as the "Mr. Hustle" award, which was given to a player for not only his attitude but also for his efforts throughout the week. Other players received awards for selling the most advertisements and most tickets. The incentive winners were rewarded with gift certificates from our sponsor including a \$500 gift certificate for new wheels and tires at any Les Schwab Tires store. This year's winner was Alan Duer of Silverton High School.

Following the presentations, Dick Thomas put together a great highlight video of the last eight years' most memorable moments from the Les Schwab Bowl. The video was displayed for all family and friends and got both teams fired up for the game. After watching the exciting clips from the previous games, players hoped that they could make a big play the following night that would get them featured on next year's highlight video!

GAME DAY

Friday was a day full of activity at PGE Park:

Les Schwab Bowl "Fan Fest"

Continuing with the tradition of making the Les Schwab Bowl fun for the entire family, we created the "Fan Fest" prior to the game. The Les Schwab Bowl "Fan Fest" was open to anyone who purchased a ticket to the game on Friday night and was located down on the field underneath the center-field scoreboard. When gates opened at 4:30 pm, there were many activities available. Anthony Newman's "Xtreme Sports Camps" promoted their sports camps and provided an obstacle course as well as other football related activities. The Hillsboro Air Show and Standard TV & Appliance supplied a basketball "pop-a-shot" game

featuring prizes for kids while Jammin' 95.5, through a partnership with Les Schwab Tires, sold 'Life Shock' wristbands with proceeds going to help Portland schools purchase defibrillators to all of the schools in the Portland Metro Area. The "Fan Fest" was also a good opportunity for Prime Time Sports to market and sign up participants for the Trail Blazer Street Jam.

While inside, there was fun things to do such as:

- * Giant Slide
- * Football obstacle course
- * Basketball hot shot
- * Giant inflatable bouncer
- * Quarterback Attack to judge throwing speed

Game Promotions

Beginning at the end of the first quarter, cheerleaders from both teams tossed hundreds of West Coast Bank mini footballs into the stands towards many of the screaming fans. The promotion got the fans on their feet and set the tone for the rest of the game.

During halftime, we had the following order of events:

Pizza Schmizza Bicycle Race: Two audience members were picked to race across the field on a bicycle to deliver pizzas and race back to the finish line.

Pizza Schmizza Pigskin Pitch: Four teens competed at mid-field by throwing footballs through a target.

The Les Schwab Obstacle Course: Six kids were selected in racing through an obstacle course made up of Les Schwab tires that the kids had to step through, run through, throw a football through, and roll across the finish line. This year, we had Bullwinkle and Pencil Pete show the kids how it was done before they went through the course!

OregonLive.com Player of the Year Presentation:

An OregonLive.com representative announced the winner's for this year's Player of the Year Award— an award that is voted online through OregonLive.com's website.

Raffle tickets were given away to everyone that purchased a program at the Banquet or at the game to win a free BBQ. At the end of the 3rd quarter, local celebrity Bill Schonely presented one lucky winner with a brand new Frigidaire BBQ courtesy of Standard TV & Appliance.

Charities

The charities of this event, the Oregon Athletic Coaches Association Scholarship Fund, The MAF Foundation and Oregon high schools throughout the state received almost \$25,000 to share, thanks to the support of our sponsors.