

Military, Law Enforcement News, and More...

My Cause My Cleats initiative highlights NFL players' causes; Players, coaches & staff unveil special cleats

NEW YORK — Nov. 27, 2023 — Starting now, NFL players, coaches and staff across the league will unveil customized cleats recognizing various causes and non-profit organizations they support for My Cause My Cleats. Now in its eighth season, My Cause My Cleats celebrates the positive impact players make in communities across the world by highlighting relevant issues and causes on specially designed cleats throughout games during Weeks 13 and 14 of the NFL season.

Officially launched in 2016, the initiative allows players to use their platforms, both on and off the field, to bring important causes to the forefront. This season, almost half of the participating players, coaches and team staff have chosen to support various forms of cancer and other physical health-related causes, such as raising awareness of neurodegenerative disorders and promoting preventive services for conditions like diabetes. Participants have also identified a number of other important causes to support, including pro-

moting mental health services in underserved communities, empowering youth, advancing various women's health initiatives, supporting social justice and

Every year, players across the league have the opportunity to share the off-field causes that matter most to them during My Cause My Cleats," said NFL Senior Vice President of Social Responsibility Anna Isaacson. "These important causes, ranging from youth and education to health and wellness, help strengthen our communities, and the league is grateful for our players' continued support of this important initiative."

highlighting resources to assist people affected by domestic violence. Learn more about each player's cause here.



To bring their designs to life and showcase their causes in a unique way, players collaborate with cleat manufacturers and designers each season to create these custom-designed cleats. NFL teams without a home game during Week 13 may also wear cleats during Week 13 away games or at home during Week 14.

"Every year, players across the league have the opportunity to share the off-field causes that matter most to them during My Cause My Cleats," said NFL Senior Vice President of Social Responsibility Anna Isaacson. "These important causes, ranging from youth and education to health and wellness, help strengthen our communities, and the league is grateful for our players' continued support of this important initiative."

"We are thrilled to once again provide players, coaches and team staff the platform to showcase causes that are meaningful to them on the field through My Cause My Cleats," said NFL Senior Vice President of Player Op-

erations Tracy Perlman. "The record levels of participation in this season's initiative underscore the collective commitment across the league to making a positive difference in our communities."

The NFL kicked off this year's My Cause My Cleats initiative during the Thanksgiving NFL games with promotional efforts including a marketing spot featuring the many causes that NFL players have chosen to support. The 90-second spot features Alec Ingold of the Miami Dolphins, Aaron Jones of the Green Bay Packers and DeAndre Hopkins of the Tennessee Titans. Ingold will bring attention to the important work of Child Net in connecting vulnerable youth in South Florida to critical resources, including foster care and adoption services. Jones will highlight his organization, the A&A All The Way Foundation, and its efforts to positively impact the lives of our nation's youth. Additionally, Hopkins will promote the essential work of the non-profit S.M.O.O.T.H., which empowers women affected by the perils of domestic violence.

Following Week 13 games, select players will donate their cleats by auctioning them on NFL Auction. The NFL does not profit from the sale of these cleats. All funds raised will be donated by the NFL Foundation to each player's selected charity. Fans may bid on these cleats at NFL.com/Auction throughout 2024.

Visa, the official Payment Services Technology Partner of the NFL, is working with the NFL to increase the impact for player supported charities by enabling football fans to make additional donations to select players' causes.

Following a successful pilot in 2022, fans can now support more player-led causes and donate regardless of whether they bid on cleats via a donate-now button on participating players' pages.

Through this enhanced partnership, Visa and the NFL are expanding the options for fans to engage with and support player-led causes.



Detour to the States lane on The Mid-South Tribune and the Black Information Highway. Submit news and photos for all 50 states to:

MSTnews@prodigy.net
MST sports@prodigy.net
MSTentertainment@prodigy.net
MSTbusiness@prodigy.net
BlackInfoHwy@prodigy.net

Welcome, Travelers!

Travel on the Black History Lane on The Mid-South Tribune and the Black Information Highway at www.BlackInformationHighway.com See the 25th Annual Black History 2020 Special Edition and the 28th Black History 2023 Special Edition Welcome, Travelers!

See The Mid-South Tribune's 2022 Juneteenth Edition on Black Information Highway.com



See The Mid-South Tribune's 28th Annual Black History Month Special Edition on the Black Information Highway.com on the Black History Lane

Watch for The Mid-South Tribune's Education & Economics Special Edition. Education is colorless!

Crime Commission honors Mayor Jim Strickland



During the October board meeting, Memphis Mayor Jim Strickland was acknowledged for his leadership and contributions while serving as a member of the Crime Commission board. Pictured from left: City of Memphis Mayor Strickland, Bill Gibbons, Sheriff Bonner, Ben Adams and Shelby County Mayor Lee Harris. (Photo/Courtesy: Crime Commission)

2023 NFL Thanksgiving Day games set viewership record across all three big games

NEW YORK — Nov. 28, 2023 — For the second consecutive year, the NFL has set a Thanksgiving Day viewership record.

The average viewership (TV+Digital) across all three games – Green Bay Packers versus Detroit Lions, Washington Commanders versus Dallas Cowboys and San Francisco 49ers versus Seattle Seahawks – was 34.1 million, the highest Thanksgiving Day average on record and surpassing the previous record of 33.6 million last year.

The total unduplicated audience across all three games was 133 million, the second-highest Thanksgiving Day total audience on record behind only last year.

The late afternoon game on CBS between the Commanders and Cowboys averaged 41.8 million

viewers (TV+Digital), the second most-watched NFL regular season game on record behind only last year's Thanksgiving Day game between the Cowboys and New York Giants.

The early game on FOX between the Packers and Lions averaged 33.7 million viewers (TV+Digital) – the most-watched early Thanksgiving Day game on record.

The primetime Thanksgiving game on NBC between the 49ers and Seahawks averaged 26.9 million viewers (TV+Digital), the highest primetime Thanksgiving game since 2015 and second-highest since NBC began broadcasting Thanksgiving Day primetime games in 2012.

Source: Nielsen and first-party Digital

Email your Black History Month photos and events to blackinfohwy@prodigy.net or MSTnews@prodigy.net for MST's 29th Annual Black History Month Edition.

David Jones named to AAC Honor Roll for second-straight week

IRVING, Texas – Senior forward David Jones has been named to the American Athletic Conference Honor Roll team for the second-straight week after his performance at the Battle 4 Atlantis, where he earned all-tournament honors.

Jones averaged 20.0 points, 5.0 rebounds and 2.7 steals per game while leading Memphis to wins over Michigan and No. 20 Ar-

kansas en route to a runner-up finish at Atlantis. He shot 51.4 percent from the field (18-35), connected on six three-pointers, and drained 18-of-21 at the free throw line.

The Santo Domingo, Dominican Republic native scored 11 points with four rebounds in Wednesday's 71-67 win over Michigan. Jones then followed it up with a

He became only the second player in Division I in the last 25 years to total 35 points and five steals in a win against an AP ranked team away from home. Stephen Curry was the other in 2008 against Gonzaga.

career-high 36 points on 10-of-14 shooting, including four

makes from long distance, and five steals in an 84-79 victory over the Razorbacks.

He became only the second player in Division I in the last 25 years to total 35 points and five steals in a win against an AP ranked team away from home. Stephen Curry was the other in 2008 against Gonzaga.

The forward finished his tournament run with 13 points and

seven rebounds in the championship game against Villanova.

The Tigers (5-1) are back in action Saturday when they travel to Oxford, Mississippi to take on Ole Miss at 1 p.m. on ESPN2.

For complete information on Memphis Tiger Men's Basketball, visit www.GoTigersGo.com and follow the team's social media channels on Twitter, Instagram and Facebook.

