

I Play Clean™ and Old Spice Partnership Fact Sheet

About I Play Clean™

I Play Clean is a grassroots educational campaign operated by the Butkus Foundation, a non-profit organization created by sports legend Dick Butkus and his son Matt Butkus. Formed in 2007, the program's goal is to eliminate the use of illegal steroids among high school age teens by educating all high school students, parents, teachers and coaches about healthy performance alternatives to dangerous steroids.

The illegal use of steroids and other performance enhancing drugs in sports has reached high school age teens in large numbers. Despite aggressive crackdowns on suppliers, at least 500,000 high school age teens report they have experimented with steroids. Actual numbers could be far greater. There is a critical need for high school students, parents and educators to know and understand the dangerous health risks of steroid use and healthy alternatives for enhancing athletic performance. The I Play Clean program encourages everyone to take the I Play Clean pledge and take a stand against steroid abuse. For more information, visit www.IPlayClean.org.

How Was I Play Clean Developed?

Having been involved in the professional sporting arena for more than 40 years, Dick Butkus has always been driven to eliminate performance-enhancing drugs from the playing field. However, last year, Dick and Matt heard a heart-wrenching story from Don Hooton, a Texas businessman whose son, Taylor, committed suicide as a result of taking steroids. Butkus believes that everyone surrounding active teens – including current and past athletes – needs to speak up in favor of healthy alternatives to illegal steroids: eating well, training hard and playing with attitude.

Old Spice and I Play Clean

Old Spice, a leading male grooming brand for 70 years, has been an active, long-time supporter of young athletes and sports. This includes the nationally-recognized Old Spice Red Zone Player of the Year program, which honors high school football players for their strengths both on and off the field. The Old Spice Red Zone Player of the Year program is not just about stardom. It's about players who dominate the game through leadership, commitment, determination and a winning attitude – all the things that make a player the guy his teammates look to when the heat is on.

Through the Red Zone Player of the Year Program, Old Spice will help I Play Clean extend its reach to 10,000 schools that serve 71 percent of high schools across the country. Participating schools will receive educational curriculum kits for athletic directors and teachers at the start of the 2008 school year.

The I Play Clean program provides an organized, positive campaign that mobilizes athletes, coaches, parents and fans to make the right choice when it comes to playing their best. The I Play Clean campaign and Old Spice encourage everyone to join the fight to help end steroid abuse, save lives and strengthen the future of sports. By visiting www.IPlayClean.org, people can take the I Play Clean pledge, learn more about the program and submit a photo celebrating their commitment to play clean.

More About Dick Butkus

Butkus is considered by his peers to be the best defensive player in the history of football. As linebacker for the Chicago Bears, he was a fierce competitor who played in eight straight Pro Bowls and was considered by *Sports Illustrated* to be “the most feared man of the game.”

More About Old Spice

P&G’s Old Spice celebrates 70 years as an American icon. Old Spice is the authority on the male grooming experience and has leveraged this heritage to become the No.1 selling antiperspirant/deodorant stick and body wash brand. The brand has delivered a variety of products that are relevant and essential to guys of all ages, including antiperspirants, deodorants, body washes, body sprays, after shaves and colognes. For more information, go to www.oldspice.com.

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I Play Clean™ Campaign with Old Spice Facts on High School Steroid Use

Steroids At-a-Glance

- Using performance-enhancing drugs like anabolic steroids and human growth hormones without a doctor's recommendation can have very serious, and in some cases fatal, side effects.
- Steroid use is a problem at the high school level. Most authorities estimate steroid use in the 3 to 6 percent range, meaning by the most conservative estimates, approximately 500,000 high school students have reported using steroids. (Mitchell Report, 2007)
- According to the National Institute on Drug Abuse, dosages that are abused for performance enhancement are 10 to 100 times higher than doses to treat medical conditions.
- Performance-enhancing drugs stimulate muscle tissue to grow and "bulk up" in response to training by mimicking the effect of naturally produced testosterone in the body.
- Steroids have become popular because they improve endurance, strength and muscle mass, which provides a performance boost. However, steroids do not enhance athletic skill, agility or cardiovascular capacity, which are also factors that affect peak performance.
- Steroids can remain in the body anywhere from a couple of days to about a year.

***A Hard Fact:** Despite aggressive crackdowns on suppliers, at least 500,000 high school students report they have experimented with steroids according to conservative estimates. Actual numbers could be far greater. There is a critical need for high school students, parents and educators to know and understand the dangerous health risks of steroid use and healthy alternatives for enhancing athletic performance.*

A Trend Issue: Steroid Use and High School Students

- In a recent survey of high school students¹, 26 percent students said they have heard about someone – either at their school or another high school – that has used steroids. That equates to approximately 4.5 million students² across the country.
- When asked why high school students use steroids, 72 percent of teens surveyed indicated improving athletic performance as the top reason. Social issues are also a key factor with 52 percent of respondents citing improving personal appearance and 40 percent citing peer pressure.
- The survey identified that high school students perceive friends and teammates as the biggest influence with role models such as professional athletes and coaches in second. Approximately 62 percent said they felt friends, teammates or classmates exerted the largest influence to use steroids, while 41 percent said that professional athletes were a factor. Twenty-seven percent included a coach or other school official as people who influence steroid users.
- Steroids are now easily obtained online creating the misperception that steroid use without a prescription is legal. In fact, among high school students surveyed, almost one-in-five students didn't feel steroids were as bad as more commonly known illegal drugs.

***A Hard Fact:** When asked what they would do if they knew someone was taking steroids, female high school students are more like to take action than males.*

- *Nothing: It's none of my business (19 percent overall – 23 percent male vs. 15 percent female)*
- *Discuss with parents (24 percent overall – 20 percent male vs. 28 percent female)*
- *Discuss with school official (10 percent overall – 10 percent male vs. 11 percent female)*

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¹ IPSOS teen perception survey commissioned in June 2008 by Old Spice as part of its partnership with the I Play Clean campaign. Results are based on 2,031 online interviews with high school students from across the United States between June 24th and July 8th, 2008 and are within a ±2.2 margin of error at the 95 percent confidence level.

² This figure is calculated at 26 percent of the 17,500,473 individuals enrolled in grades 9 to 12 in 2006, as reported by the 2006 American Community Survey, U.S. Census.

Harmful Side Effects of Steroids in High School Students

Taking steroids during teen development years can result in serious long-term consequences. They affect physical, emotional and sexual development, and jeopardize overall health. Some examples of common side effects are:

- Chronic health issues, liver damage, high blood pressure, urinary problems, heart disease, stroke and cancer.
- Unnatural physical development, including shortening of adult height, unusual hair growth, aching joints and greater chances for muscle and tendon injury.
- Serious emotional issues, including mood swings, aggression, depression, hallucinations, paranoia, problems sleeping and suicidal feelings.
- Sexual development issues including:
 - For guys, testicular shrinkage, breast development, impotence and sterility.
 - For girls, facial hair, masculine traits and changes to menstrual cycle.

***A Hard Fact:** In addition to suffering from the dangerous health effects of steroids, young athletes who resort to steroids run a significant risk of being caught and kicked out of athletic performance at the next level.*

Healthy Alternatives to Steroids

At the end of the day, nothing beats good old-fashioned hard work in the gym and on the field! High school students looking for a quick fix will experience potentially harmful side effects if they turn to performance enhancing drugs. Here are a few tips from the I Play Clean organization to help provide alternatives to steroid use:

- Enlist the help of a professional trainer to develop and tailor a workout and diet regimen designed to enhance both performance and physique. Believe it or not, the body can be significantly altered through a commitment to hard work!
- Eating right includes a balanced diet of carbs, fruit, veggies and protein, making sure the right vitamins and minerals, such as calcium and iron, are incorporated into every meal can help the body function at its peak performance.
- Staying hydrated, not consuming too much caffeine and eating proper balanced meals on a game day can lead to a boost in energy and performance.
- In addition to aerobic exercise, strength training with weights is key to increase the amount of muscle mass in the body by making muscles work harder than they are used to.

***A Hard Fact:** Eighty-four percent of students say they have never received formal information about the dangers of steroids to their health and their chances of playing at the next level. I Play Clean and Old Spice have partnered to ensure this critical information is distributed to approximately 10,000 schools nationwide starting this fall.*

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