



Lance Scheib Named as 2011 U.S. Army All-American Bowl Assistant Coach ***Noblesville High School head coach will be the first from Indiana***

(WHARTON, NJ) December 15, 2010 – The U.S. Army All-American Bowl has selected **Football University’s Indiana regional director and Noblesville High School (Ind.) head coach Lance Scheib**, as an assistant coach for the East squad. Scheib will assist head coach Lance Pogue from South Panola High School (Batesville, Miss.) to lead their all-star team during the 2011 U.S. Army All-American Bowl on Saturday, Jan. 8, 2011, at 1:00 p.m. (EST) at the Alamodome in San Antonio, Texas. Scheib is the first coach from the state of Indiana to coach in the U.S. Army All-American Bowl.

“Coaching in the U.S. Army All-American Bowl is a dream come true. To represent FBU, my family, Noblesville High School and the state of Indiana as a coach in this game is both humbling and exciting,” said Scheib.

He serves as Football University’s regional director for Indiana, which will be returning to Indianapolis July 15-17. Football University (FBU) is an invitation-only experience that is modeled after NFL mini-camps. Each camp includes 14 hours of training and development—both on the field and off the field—including film study, classroom testing, and access to hi-tech equipment, all under the professional tutelage of former NFL players and coaches.

“I have gotten to know Lance well over the last few years. He is a great football coach, but even more important is that he is an even a better individual,” said FBU National Sales and Recruiting Director Steve Quinn. “Lance is the consummate professional and does everything first class. We are very fortunate to have an individual like him on our team at FBU.”

“Being part of the Football University family has opened up so many doors for me and I am grateful for all they have done. I am looking forward to running a great camp in July and to being part of FBU for many years to come,” said Scheib.

Scheib has been a head coach in Indiana high school football for 19 seasons and has recorded over 100 wins. He has spent three seasons with Noblesville. Prior to that, he coached at Lebanon High School from 1992-2000 and Franklin Central High School from 2001-07. In 2009, he was the head coach of the victorious Mainland team in the Aloha Prep Bowl in Hawaii. He is the president of Scheib O’Hara Scheib Football Camp, which started in 1999. In his playing days, Scheib set Indiana state records as a wide receiver at Warren Central High School and was a four-year letterman at Purdue University.

For more than 10 years, the U.S. Army All-American Bowl has been the nation’s premier high school football game, serving as the preeminent launching pad for America’s future college and NFL stars. **Adrian Peterson, Mark Sanchez, and Tim Tebow**, and all made their national debuts as U.S. Army All-Americans. Last year, the U.S. Army All-American Bowl drew more than 34,000 fans to the Alamodome, and was the most watched sporting event on television over the weekend, other than the NFL Playoffs. A record 37 U.S. Army All-American Bowl alumni were selected in the 2010 NFL Draft, including a record-tying eight in the first round.

The U.S. Army Accessions Command (USAAC), a subordinate command of U.S. Army Training and Doctrine Command, meets the human resource needs of the Army by transforming volunteers into officers, warrant officers, and enlisted Soldiers. In providing the force, the 20,730 men and women of Accessions Command prepare these future Soldiers and leaders for their initial military training. Commanded by Lt. Gen. Benjamin C. Freakley, USAAC is located at Fort Knox, Ky.

The U.S. Army All-American Bowl is owned and produced by All American Games, a New Jersey-based sport marketing and event management company. Other national sponsors of the U.S. Army All-American Bowl include Football University, Russell Athletic, San Antonio Convention & Visitors Bureau, Rivals.com, Deloitte, Schutt Sports, NCSA, Gatorade, Spalding, beRecruited, and Choice Hotels. Band sponsors include MENC, The National Association for Music Education, Drum Corps International, DeMoulin Uniforms and Jupiter Band Instruments Inc.

For more information on the U.S. Army All-American Bowl and its related events visit www.usarmyallamericanbowl.com & www.goarmy.com/events/aab. For more information on Football University, visit www.footballuniversity.org.

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