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(Neb.)-Manning foundation to earn \$500 for every 'Omaha'

By: Andrew Lacy Posted at: 01/16/2014 10:26 AM

OMAHA, Neb. (AP) — Peyton Manning's foundation for at-risk youth will receive a \$500 contribution for every time the Denver Broncos' quarterback shouts "Omaha" during the AFC championship game.

Manning brought national attention to Nebraska's largest city with his loud "Omaha" pre-snap calls during the Broncos' playoff win over San Diego last weekend.



Greater Omaha Chamber of Commerce president and CEO David Brown announced Thursday that five Omaha-based companies are combining to donate \$500 to Manning's "Payback Foundation" each time he shouts "Omaha" in Sunday's game against the New England Patriots.

Manning said "Omaha" 44 times in last week's game. The same number against the Patriots would be worth \$22,000 to his foundation.

The participating companies are ConAgra Foods, First National Bank of Omaha, Mutual of Omaha, Omaha Steaks and Union Pacific Railroad.