



TCU

## ***WITH ICE IN THEIR VEINS.***

TCU's brand of football is as tenacious as the school's mascot, the highly predatory horned frog. After an undefeated campaign in 2009, TCU is no longer an underdog. Fittingly, the Horned Frogs open their season Sept. 4 on a grand stage—Cowboys Stadium in Arlington, Texas. Their uniforms reflect the magnitude of the occasion: When TCU squares off against Oregon State, they will be outfitted in the innovative Nike Pro Combat System of Dress.

Nike designers found rich inspiration in the horned frog, a desert-dweller that repels encroaching foes by shooting blood straight from its eyes, the horned frog's scaly body armor served as a key aesthetic detail—the distinctive pattern is repeated throughout the uniform, on the base layer, jersey numbers, pants, gloves, helmet and cleats.

This year, the lizard-skin print is infused with additional meaning: Rendered in Night Silver and White for an icy effect, it references TCU's all-time winningest coach Leo R. "Dutch" Meyer, who led the school to two national championships during his 18-year reign. Coach Meyer's rallying cry of "Fight 'em 'til hell freezes over, then fight 'em on the ice," reverberates throughout the program to this day and adorns the team's game-day tunnel. An abbreviated version of the quote ("Til hell freezes") appears inside the back yoke of the jersey and on the inner cuff of the gloves. "TCU" is printed on the back waistband, on the right side of the helmet and forms on the gloves when the palms face outward. Two red lines down the center of the helmet represent the blood that shoots from a horned frog's eyes when under attack. They also stand for the "bloodlines" of the brotherhood that unite the team. Footwear features the icy lizard-skin motif, completing the commanding ensemble.

A bold expression of Horned Frog fearlessness, the TCU Nike Pro Combat System of Dress also delivers significant performance benefits. The uniforms are 37 percent lighter than current designs, relieving players of extra weight in a game that demands top speed. The four-way stretch twill fabric rapidly sheds sweat and water, ensuring that even when wet, these uniforms are lighter than their standard-issue counterparts when completely dry. Dual-density foam padding provides critical protection and greater mobility than traditional pads for unencumbered speed. The Nike Pro Combat base layer allows for specific pad placement to suit every position, providing a highly customized solution.

The game of football has evolved. Players are stronger and faster, collisions more forceful. For the Horned Frogs, the Nike Pro Combat System of Dress delivers unmatched lightweight protection in a formidable head-to-toe package.