



# Atlanta Falcons: 50 Seasons

*Arthur Blank, I.J. Rosenberg, Craig Sager II, Kyle Sandy*

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**Atlanta Falcons: 50 Seasons** Arthur Blank, I.J. Rosenberg, Craig Sager II, Kyle Sandy

This is the one and only official 50th anniversary commemorative coffee table book of the Atlanta Falcons.

The Falcons have enjoyed noteworthy growth, success, and popularity in the 50 years since Rankin Smith brought the NFL's 15th franchise to Atlanta. Smith paid \$8.5 million -- at the time the highest price ever paid in the history of the National Football League -- however, launching the Falcons was more than a monetary investment to Smith and the city; from the start, the Falcons would use the prestige of the NFL to be a driving force for the Southeast's key metropolis.

This official 50th anniversary commemorative coffee table book chronicles and celebrates the birth of the franchise through the current ownership of self-made billionaire Arthur Blank and into the future with the dazzling new Mercedes-Benz Stadium.

Falcons fans will relive their favorite memories and revisit the unforgettable plays, personalities, and moments that have shaped the first half century and set the stage for the next 50 years.

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