

Biography Of Nicole Bidwill



Nicole Bidwill is a woman of incredible charisma and capability, a key figure in the American football business, and a profound philanthropist. She has served as the vice president of the Arizona Cardinals Football Club, a National Football League franchise in her family since 1933 when her renowned grandfather, Pro Football Hall of Famer Charles Bidwill, bought the team.

In her early life, she had an intimate relationship with the team. Under her father, Bill Bidwill, who ran the team on a day-to-day basis for several decades, she grew up in the sports environment, and it cultivated the vibrant professionalism that she would later channel into her work. After graduating from Marymount University with a Bachelor of Business Administration and a Master of Business Administration, she started as a marketing assistant for the Cardinals, highlighting her determination and insight in kick-starting her career.



Career Accomplishments



Rising through the ranks with her tenacity, she served several years as the club's Director of Gameday Entertainment. She championed the cause for in-house cheer programs and in 1996 introduced Big Red, the Cardinal's beloved mascot, during halftime, demonstrating her spirit of inclusive entertainment.

Her discernment and understanding of community needs propelled her to lay the foundations of Cardinal Charities, a 501(c)3 grant-based program that promotes education and healthcare and alleviates poverty. Contributing beyond the confines of her official capacity, she regularly attends community events with the Arizona Cardinals Community Relations Crew as an emblem of her commitment to service.

Philanthropic Endeavors and Awards

Continuing her community outreach, Nicole employs her love for animals and sports in her equine therapy program. Her therapy companions, including her English Mastiff, Hank, and two Therapeutic Shire horses, Sugar and Gunther, regularly visit hospitals, homes of chronically ill children, hospice patients, and foster children. The specially trained animals have meaningful interactions with those encountering life's most significant challenges, showcasing her discernment in choosing a unique path to impact her community positively.

Her commitment to her community has not gone unnoticed. She has received several prestigious awards, including the Girl Scouts Promise Award, the FBI's Community Service Award, and the Inspiring Greatness Award from Not My Kid, showcasing her prolific professionalism in managing her responsibilities and astuteness in making impactful decisions.



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Personal Life and Hobbies

She lives in Phoenix and is the mother to two teenage boys. She has an affection for animals and sports, showcased in her hobbies, which include taking care of horses, spending time with her dogs, walking, playing Mahjong, and tennis. Her deep connection with animals began in her early years and has only blossomed as she integrates them into her philanthropic work. Her

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Upcoming Events



She has an upcoming event with the Foundation for Blind Children at Hunkapi involving her horses scheduled for February 2nd. This event intends to make a meaningful contribution to the lives of the visually impaired, merging her love for animals and community help.

Nicole Bidwill optimally utilizes her professionalism and sagacity in every facet of her life— her career, hobbies, and philanthropic endeavors to make a significant difference in her community. With an unrestrained passion for sports running in her veins and a firm belief in the power of therapeutic and philanthropic endeavors, she continues to cement her legacy as a critical figure in sports administration and charitable works.