



# NINERS NATION

*We recently spoke with Niners Nation founder and writer David Fucillo, a lifetime fan and San Francisco transplant who devotes much of his time fostering discussions about the 49ers on NinersNation.com*

**By Kristin Swartzlander**

Organized and informed chaos is how David Fucillo describes the unique website community NinersNation.com

And he should know, being the founder, editor and the site's primary writer.

Niners Nation serves as an online resource, featuring a news blog with discussions about past and present 49ers headlines, along with an interactive comment section that facilitates user dialogue with the writer and other readers.

Fucillo created Niners Nation as a place where he could meet fellow 49ers fans and discuss his beloved team.

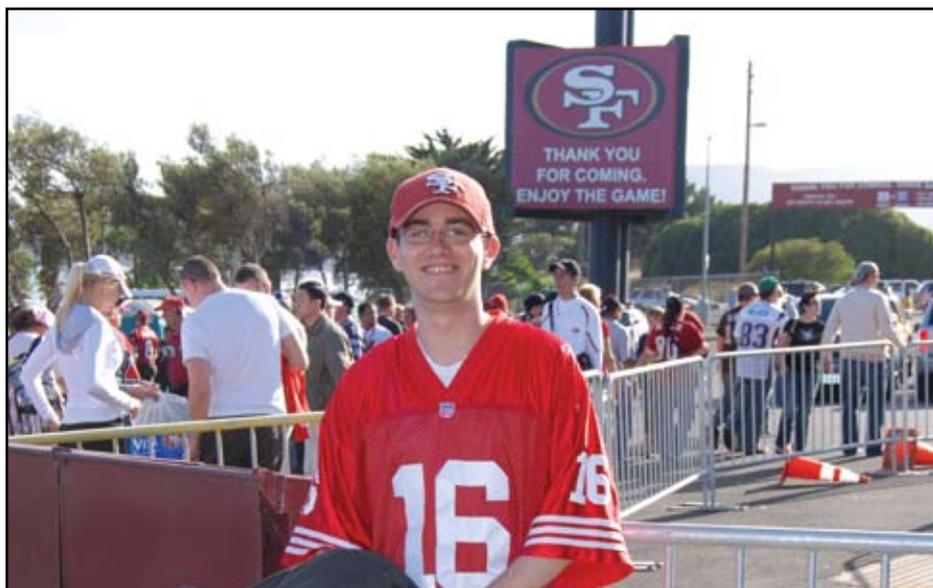
"Creating this site allowed me to speak to my own passions and find people who had the same feelings," Fucillo said. "As much as I love the 49ers, it's so much more fun when you've got a group of fans who have the same passion. They're as excited as me when the team has a big win, but they also feel the same lows when the team is struggling."

The site has become a haven for fans across the country to come together and read, write and chat about the 49ers organization.

"The main feature on the site is the blog but we have something called fan posts, which are basically blogs within the blog," Fucillo said. "It's a blog, but it provides a lot of message board-type options. It's organized and informed chaos."

The site, owned by SB Nation, covers everything from commentary and recaps of games, evaluations of players and coaching personnel, and compilations and analysis of news articles written about the 49ers, along with breaking news and history features. The best part about NinersNation.com is you don't have to be on the staff to contribute information or observations.

"I can write and if no one's reading it, it's not going to matter," said Fucillo, who posts to the site daily. "The fact that people are able to comment directly on what I'm talking about, and create their own topics to talk about, is more important. Anybody who registers can



David Fucillo is the founder of NinersNation.com

contribute a fan post and if it's timely, and I think it's something other people will want to talk about, I can move it to the front page. So really, anybody can contribute to the site."

Although he's passionate about the San Francisco 49ers and football, Fucillo doesn't consider himself an expert on either subject.

"The blog is not about me talking to the readers, it's about me discussing things with them," he said. "I can't declare myself the expert and just say things. We all talk. There are multiple fan posts that each have their own comment threads that will continue throughout the day. It's interesting because you learn a lot about how other fans think."

A Las Vegas native who also lived in Saudi Arabia from 1990-94 and moved around the country before coming to San Francisco in 2003, Fucillo is now a law student at the University of San Francisco.

The San Francisco transplant started Niners Nation in December 2006 when he was working for the Oakland Athletics. Fucillo had been a dedicated 49ers fan since growing up in Las Vegas, where there's no NFL club. When he saw the fabled 49ers teams of the 1980s with Bill Walsh, Joe Montana, Ronnie Lott, Jerry Rice and Dwight Clark, he became a fan.

He also remembered staying up all night once when he was living in Saudi Arabia, where his dad worked for a hospital, to listen to the 49ers fall just short to the New York Giants in the 1991 NFC Championship Game.

"That was a tough one but still worth it," he said. "The 49ers are the one team I've loved since childhood. No matter where I've lived I've followed the team, even when I wasn't able to watch any of their games."

Understanding the rich history of the team, especially the era that became engrained in his mind, is also an important part of the blog

for Fucillo. Because of that, he has appointed a special contributor in charge of providing season-by-season historical content.

"With a lot of blogs you get a younger crowd and sometimes even I still have to do a lot of research on the history of the team," Fucillo said. "So I feel this is a way to bring more of the history to light so people get a better idea of what the 49ers have been all about since the beginning."

Fucillo took in some of that history recently when he got to see one of his favorite players from the 1980s, Steve Young, get his jersey retired earlier this month during a half-time ceremony at Candlestick Park. When the 49ers played hosts to the New England Patriots, Fucillo and his family were in attendance.

"It was really exciting to see Steve Young's jersey retired," Fucillo said. "It's such an honor given the history of the team, and I'm really happy about that."

Niners Nation lives up to its motto of "By the Fans, For the Fans" by providing a valuable community for 49ers Faithful across the globe. Readers can log in to find almost everything they'd want to know about the 49ers, their fans and what those fans think.

"We have people registered from all over the country," Fucillo said. "We have a little tool that allows us to see our visitors and people are even reading from Europe and Asia — really all over the place."

Fucillo and his fellow contributors aren't compensated for their time spent pouring over 49ers articles, writing commentary and editing the site, but that doesn't deter them.

"I do it to relieve some stress and, really, just because I enjoy it," Fucillo said. "I don't make any money at it and I really don't expect to. I'm a law student. This is my hobby. I just love the 49ers." 🍌