

100 NFL Legends Coming Together in Tampa During Super Bowl Week to Raise Awareness and Funds for Retired Players in Crisis

Sports

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(SkyNewswire.com)--- Tampa, FL -- The Gridiron Greats Assistance Fund has announced that the organization will make available, to media outlets on site and nationwide, an illustrious group of 100 NFL Legends who are coming together with the Gridiron Greats in Tampa during Super Bowl week to raise significant funds for their brothers in need and to raise awareness about issues that retired NFL players face post-career.

Mike Ditka

Mike Ditka

A national online Super Bowl week auction will also take place at www.gridirongreats.org. It will feature unique memorabilia such as Vince Lombardi's hand drawn plays and once in a lifetime experiences including: a private day of golf with Mike Ditka and Peter Jacobson, and a trip to watch a Pittsburgh Steelers game with Steelers legends Franco Harris and Rocky Bleier are just a few of the one of a kind items featured. An online donation drive offering free thank-you gifts will also take place. Gridiron Greats hats, jerseys and custom leather jackets will be included as thank-you gifts in the donation drive.

NFL Legends will be available to the media starting Tuesday, January 27. Gridiron Greats players will be available on-site, by phone or satellite throughout Super Bowl week. Full payer lists and details are available at www.gridirongreats.org or by calling 1-800 708-1078. A press conference will also be held on Thursday, January 29 at 8:30 a.m.

What and Where:

- * Media is now being scheduled for those outlets who will not be on site during Super Bowl week.
- * Media and radio row interviews on site in Tampa are now being scheduled for Tuesday, January 27 through Sunday, February 1, 2009.

Several rare media opportunities with the entire group will take place on site in Tampa in conjunction with the following Gridiron Greats events:

Wednesday, January 28, 6:00 p.m.: 100 NFL legends will donate their time and come together at Mike Dikta's Gridiron Greats Dinner Of Champions. All players will gather in one place for one night. This is one of the largest gatherings to date of former NFL players coming together to help retired players who are in crisis. Some who will be in attendance include: Mike Ditka, Frank Gifford, Roger Staubach, Michael Irvin, Jim Kelly, Eric Dickerson, Deacon Jones, Marv Levy, Jim McMahon and many others.

- * Live, taped interviews and a red carpet opportunity are available.

* Seminole Hard Rock, Hotel & Casino Tampa 7:00 p.m. start (media must be credentialed).

Thursday, January 31: 50 NFL Legends and Hall Of Fame players will appear together for a press forum to launch the Gridiron Greats Super Bowl week national online auction and donation drive and discuss issues that retired players face post career.

* NFL Super Bowl Media Center in Tampa at 8:30 a.m.

* Media must obtain credentials from the NFL for entrance.

* Some players will be available by phone and satellite to outlets not in Tampa.

Friday, January 30, 2:00 p.m.: Gridiron Greats Autograph Extravaganza. NFL Legends will participate in a fundraising autograph event; Fans can meet and greet their favorite players. Some who will be in attendance include: Mike Ditka, Don Shula, Vinnie Testaverde, Thurman Thomas, Marv Levy, Andre Reed and others.

* Live and taped interviews are available.

* Seminole Hard Rock, Hotel & Casino Tampa, 2:00-5:00 p.m. (media must be credentialed)

A Super Bowl week national online auction and donation drive to assist retired NFL players in need will take place starting January 27. Unique one-of-a-kind items and celebrity experiences will be featured in the auction and free donation thank-you gifts will be a part of the fundraising drive. Players who have donated items will be available for interviews including: Rocky Bleier, Peter Jacobson (PGA), Mercury Morris, Mike Ditka and others.

Gridiron Greats will also raise awareness and funds for family members of the Special Operations forces of the United States military. The Gridiron Greats has formed an alliance between the Special Operations Warrior (SOW) Foundation and retired NFL players. Media opportunities will be available with both members of the Gridiron Greats and the SOW Foundation to discuss the newly formed alliance.

About The Gridiron Greats Assistance Fund:

The Gridiron Greats Assistance Fund is an IRS 501(c)(3) charitable and humanitarian organization that provides financial aid and social and medical services to retired NFL players who are in dire need. The organization is overseen by Mike Ditka and a Board of Director's that includes: Gale Sayers, Kyle Turley, several professionals; and an advisory committee that includes: Harry Carson, Michael Irvin, Daryl Johnston, Matt Birk and others. There are over 150 retired players and coaches who support our efforts through various initiatives.

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