



FOR IMMEDIATE RELEASE
March 28, 2014

Earl Martin Phalen
emphalen@summeradvantage.org
(617) 818-1959

Michigan Alumni, Former NFL Players Return to Support Children's Causes

Ann Arbor, MICHIGAN – This year, the University of Michigan's spring football weekend will feature an exciting and unprecedented event: 19 former Michigan football stars, including 17 former NFL players and two Super Bowl champions, will come together in Ann Arbor next week to participate in a fundraiser for children's causes.

These former Wolverines will coach sponsored teams of youth in the Go Blue Bowl, a flag football event to benefit local and national charities. Coaches include stars like Marlin Jackson ('05, Indianapolis Colts – Super Bowl XLI champion), Cato June ('02, Indianapolis Colts – Super Bowl XLI champion), Jason Avant ('05, Philadelphia Eagles), Brandon Williams ('03, Denver Broncos), Steve Breaston ('05, Kansas City Chiefs), and Donovan Warren ('06, New York Jets). Attendees and players will also have the chance to meet coaches and get their autographs.

Proceeds for the event will support the Peace Neighborhood Center, which has 40 years of experience helping Ann Arbor children and families affected by social and economic problems; the Fight for Life Foundation, founded by former University of Michigan Wolverine and former Indianapolis Colts football star Marlin Jackson, which offers character development programming for children in grades K-12; and other local and national nonprofits that serve some of the country's most vulnerable children and youth.

"I'm proud to be working with such great organizations for this unique event," said Marlin Jackson, founder of the Fight For Life Foundation. "It's an honor to share my love for football with these partners, our players, and the Michigan community."

Fourteen companies from across the Ann Arbor region have come together to support the Go Blue Bowl. Other organizations or individuals are invited to sponsor a youth team to compete in the tournament, while non-participatory sponsorships and spectator tickets are also available.

The Go Blue Bowl will take place on the evening of April 4th at 5pm across from the University of Michigan campus at Pioneer High School. To learn more about the Go Blue Bowl, go to www.gobluebowl.org or contact Earl Martin Phalen at 617-818-1959 or emphalen@summeradvantage.org.

Beneficiary Organizations



Peace Neighborhood Center has been serving Ann Arbor area children, families, and adults for over 40 years. Peace Neighborhood Center's mission is to provide programs for children, families, and individuals who are affected by social and economic problems. Peace helps people discover options, enhance skills, and make choices that lead to self-sufficiency and positive community involvement. Peace operates after school and summer program, college prep courses, mentoring and performing arts programs for youth; and substance abuse, counseling, and family advocacy and enrichment programs for adults. You can find Peace Neighborhood Center online at <http://www.peaceneighborhoodcenter.org/index.php>



Go Blue Then and Now is an affinity social network community established to gather all Michigan players, family, friends, and fans to provide visibility for current and former University of Michigan letterwinners' charitable activity. Go Blue Then and Now highlights the lifetime commitment to giving back shared by all Michigan letterwinners. Support Go Blue Then and Now at <http://gobluetan.org/>



Our mission is to help deserving but underserved youth develop the social and emotional qualities needed to be successful in life. Through incentive-based programming, we encourage students to reach their full potential both in the classroom and in life. We use education, athletics and wellness activities as the foundation for youth development. Learn more about the Fight for Life Foundation at <http://www.fightforlifefoundation.org/>



Recognized by TIME, Parents Magazine, and MSNBC, Summer Advantage USA is one of the nation's few research based summer learning programs that works with school districts and students to increase academic performance. Over the past four years, Summer Advantage USA has engaged over 15,000 students in summer learning. Visit Summer Advantage on the web at <http://summeradvantage.org/>



The George and Veronica Phalen Leadership Academies (PLA) is a new and innovative network of blended learning charter schools in Indiana. PLA was awarded an unprecedented opportunity to open 10 charter schools that will ultimately annually serve 10,000 children in grades K-8. Connect with Phalen Leadership Academies on the web at <http://phalenacademies.org/>