

**GO BLUE** Then  
AND  
NOW



FOR IMMEDIATE RELEASE  
December 13, 2013

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## **Inaugural Go Blue Bowl Will Benefit Thousands of Children**

Ann Arbor, MICHIGAN – This year’s spring football weekend at the University of Michigan will feature a new tradition: the Go Blue Bowl, a fundraiser presented in partnership with Go Blue Then and Now. Sponsored teams will be coached by former Michigan Wolverine players and compete in a flag-football tournament.

The Go Blue Bowl will benefit several nonprofit organizations serving some of the country’s most vulnerable youth. The Fight for Life Foundation, founded by former University of Michigan and former Indianapolis Colts football star Marlin Jackson, offers character development programming for children in grades K-12; the George and Veronica Phalen Leadership Academies is an innovative network of charter schools in Indiana; and Summer Advantage USA provides summer learning programs for thousands of children across the country each year. Proceeds will also support Go Blue Then and Now, an affinity social network that provides visibility for the charitable activity and lifetime commitment to giving back shared by all Michigan letterwinners.

“Go Blue Then and Now is proud to be partnering with these incredible organizations for this great event,” said Brandon Williams, Executive Director of Go Blue Then and Now. “The Michigan community is always looking to give back. This will be a great addition to the spring football weekend for years to come.”

Companies and groups in Ann Arbor and beyond are invited to sponsor and field a team to compete in the Go Blue Bowl flag football tournament. Non-participatory sponsorship opportunities are also available, as well as spectator tickets.

“Both my personal life and time at Michigan taught me the importance of engaging with the community and serving those who are underserved,” Marlin Jackson, founder of the Fight for Life Foundation, said. “The Go Blue Bowl marries the two things that have meant the most to me: Michigan football and giving back.”

“As a football fan, working with Marlin and Brandon and the entire Michigan community is so exciting,” said Earl Martin Phalen, founder of the Phalen Leadership Academies and Summer Advantage USA. “The resources this event will raise will mean so much to our mission and our children and families. And it’ll be a lot of fun.”

To learn more about Go Blue Bowl and to learn about sponsorship opportunities, contact Earl Martin Phalen at (617) 818-1959 or [emphalen@phalenacademies.org](mailto:emphalen@phalenacademies.org).

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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.



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.



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 10 charters to open 10 schools that will ultimately annually serve 10,000 children in grades K-8.



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 10,000 students in summer learning.