

MEDIA ADVISORY
Images available

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Celebrity Guests Gather for “One Super Weekend” at Athletes’ Performance to Benefit Youth Lifeline America and Honor Braylon Edwards, Deanna Favre, Ellis Hobbs, and Tony Dungy as “Champions of Charity”

(Phoenix, Ariz.) - February 7, 2008 - Professional athletes, Hollywood celebrities, and hundreds of partygoers joined eight-year NFL veteran and Super Bowl XXXIV Champion **Roland Williams** at Athletes’ Performance on Saturday, February 2nd to honor philanthropic sports celebrities and enjoy Super Bowl XLII. **Youth Lifeline America**, Williams’ foundation, presented “Champions of Charity” awards to four standouts for their charitable endeavors: Indianapolis Colts’ Head Coach **Tony Dungy**; Cleveland Browns standout wide receiver, **Braylon Edwards**; defensive back for the New England Patriots **Ellis Hobbs**; and cancer survivor and philanthropist, **Deanna Favre** (wife of NFL legend Brett Favre).

The evening kicked off with the “**Red Carpet Event**” hosted by actor and comedian, **Cedric the Entertainer**, with a guest appearance by NFL star **Deion Sanders**. The following “**Athletes’ Party**” featured music provided by hip hop legend **Biz Markie**. Guests enjoyed a premium bar provided by Bacardi and Grey Goose, as well as food by elite area restaurants including Harrah’s Ak-Chin Casino and Hotel Resort and Just Great Food. Funds were raised for charity via silent and live auctions and the free casino night presented by Harrah’s Ak-Chin Casino and Resort.

Wrapping up “One Super Weekend” was a game day “**Athletes’ Lounge**” with a select number of athletes and ticket holders kicking back in comfort and enjoying food from Buffalo Wild Wings, Chocolate Fountain Gourmet, Gatorade G2, Papa John’s Pizza, and Rosati’s Pizza, a premium open bar, arcade games, and the game displayed on plasma TVs. All attendees received complimentary copies of Deanna Favre’s memoir “Don’t Bet Against Me” and Tony Dungy’s book, “Quiet Strength.”

Celebrity VIP bags contained luxury items from Pacific Cigars, Exclusively Big and Tall of Scottsdale, Roberto Botticelli, GoBible, Rain Frog Apparel, “Champions of Faith”, the Anthony Lawrence Collection, Whole Fragrance by La Dolce y Vito, Ltd., AllPro Relations, Wisdom at Work, Femme Athletic, and Buffalo Wild Wings. “One Super Weekend” was produced in collaboration with event production firm, **Empire Entertainment**.

For more information or to request high resolution photos, contact Melissa Gillespie at mgillespie@scorepr.com.

About Youth Lifeline America

Youth Lifeline America (YLA), a grassroots non-profit organization that harnesses the powerful influence of celebrity, athletics, entertainment and business professionals to teach youth valuable life skills necessary to become more productive individuals. Founded in 1999 by eight-year NFL veteran and Super Bowl XXXIV Champion Roland Williams, YLA takes pride in providing high-quality, free programming to youth across America. For more information, visit www.youthlifeline.org.

About Athletes’ Performance

Athletes’ Performance, created by Mark Verstegen in 1999 as a refuge for elite athletes, is headquartered in Tempe, AZ with additional world-class facilities at The Home Depot Center, outside of Los Angeles, CA; in Las Vegas, Nevada; and at The Andrews Institute in Gulf Breeze, Florida. Athletes’ Performance is recognized as an industry leader offering the highest level of integrated performance training and performance physical therapy and the most fully integrated training system in the world. Its systems have helped to produce the best of the best in sport: Green Jacket winners, Grand Slam Titles, World Series Winners, Stanley Cup Champions, Super Bowl and NBA Champions, Olympic Gold Medalists and All-Stars from every major sport. Mark Verstegen, in addition to his role as Chairman and Founder of

Athletes' Performance, serves as Director of Performance for the NFL Players Association, and is a consultant to high-performance companies such as Adidas, EAS, Keiser, Power Plate, Gatorade and GoFit.

More information about Athletes' Performance at www.athletesperformance.com.

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