



MEDIA ALERT – FOR IMMEDIATE RELEASE

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23rd ANNUAL NFL-SANCTIONED SUPER BOWL BREAKFAST COMES TO SOUTH FLORIDA

WHAT: The 23rd Annual NFL-Sanctioned Super Bowl Breakfast will take place between two important games this year, the Pro Bowl and Super Bowl XLIV in South Florida. The annual breakfast event includes the announcement of the Bart Starr Award winner, which honors one NFL player for outstanding character and leadership in the home, on the field and in the community.

WHEN: Saturday, February 6th, 2010 at 8:00 a.m.

WHERE: Westin Diplomat Resort & Spa
3555 South Ocean Drive, Hollywood, FL 33019

WHO: The breakfast is hosted by Athletes in Action every year and confirmed guests for 2010 include: Baltimore Ravens Head Coach, John Harbaugh, NFL Hall of Famers Anthony Munoz and Bart Starr and event emcee, Chris Mortensen, NFL insider for ESPN. Super Bowl Champion Coach Tony Dungy will also speak at the breakfast. The Bart Starr Award nominees are Kurt Warner, Arizona Cardinals, Drew Brees, New Orleans Saints and Jeff Saturday, Indianapolis Colts.

ATTEND: Tables are still available for \$1,500 - \$2,000 and general admission tickets for \$150 - \$200. Call (800) 416-9472 today. More information is available at www.superbowlbreakfast.com.

Media should contact Tyler Sminkey at (786) 390-8510 or tminkey@njccorp.com for interviews and media credentials.

About the Athletes in Action Super Bowl Breakfast

The Super Bowl Breakfast is an NFL sanctioned event hosted by Athletes in Action. The signature event of Super Bowl week has taken place in the game's host city every year since 1988, drawing sellout crowds to hear from some of the games biggest names. The Bart Starr Award, given away at the breakfast, honors Starr's lifelong commitment to serving as a positive role model to his family, teammates and community. The winner of the Bart Starr Award is determined by NFL player balloting at the end of the regular season, making the award one of only two individual honors selected by the players themselves. For more information, visit www.superbowlbreakfast.com.