**FOR IMMEDIATE RELEASE**

**NFL Alumni Association Partners with**

**Ron Jaworski Celebrity Golf Challenge**

*Organizations Team Up to Benefit Jaws Youth Playbook and*

*NFL Alumni’s Caring for Kids and Caring for Our Own Programs*

**Mount Laurel, NJ (November 7, 2014)** – The NFL Alumni Association (NFLA) today announced a new partnership with the Ron Jaworski Celebrity Golf Challenge, which will be held atAtlantic City’s Harrah’s Resort and Blue Heron Pines Golf Club June 14-15, 2015. The 2015 event will mark the 31st year that Ron “Jaws” Jaworski will host the tournament with the help of his celebrity friends and generous sponsors.

“I’ve participated in the Celebrity Golf Challenge for many years, and it’s been an honor to be involved with an event that has such an impressive track record of success for a great cause,” said Joe Pisarcik, President and CEO of the NFLA. “By bringing Ron and the NFLA together, we look forward to amplifying the support for both his Jaws Youth Playbook foundation and the NFLA’s charitable programs.”

The partnership will include celebrity involvement, fundraising support and naming NFLA’s “Caring for Kids” and “Caring for Our Own” programs as new additional charity partners of the Ron Jaworski Celebrity Golf Challenge. Through the years, celebrity guests have included Tom Brady, Dan Marino, Michelle Wie, Joe Flacco, Julius “Dr. J” Erving, Bode Miller and many, many more. The event is a two-day celebration with a Pairings Party on Sunday night featuring food, cocktails, silent and live auctions, and Golf on Monday.

“With the generosity of our sponsors and donors, we have raised more than $4 million to support youth programs over the years,” said Ron Jaworski, Founder of Jaws Youth Playbook. “I’m thrilled to be able to unite this great cause with the NFL Alumni Association.”

To learn more about the annual event, please visit [JawsCelebrityGolf.com](http://jawscelebritygolf.com/home/). For information on sponsorships/volunteer opportunities, please reach out to the Tournament Office (856-848-4437) or Jess Myers (856-275-6614).

***About Jaws Youth Playbook***

*Jaws Youth Playbook (JYP) is the foundation of Former Eagles QB and ESPN NFL Analyst Ron Jaworski. JYP works to improve the overall health and wellness of at-risk youth, primarily in the Greater Philadelphia region. JYP raises funds through several fundraising events throughout the year and awards funds to programs that are positively impacting youth health and wellness programs. In close partnership with the United Way of Greater Philadelphia and Southern New Jersey, JYP grants are issued to programs and projects that will have a strong impact on health and wellness. For more information, please visit* [*www.jawsyouthplaybook.org*](http://www.jawsyouthplaybook.org/)*.*

***About the NFL Alumni Association***

*The NFL Alumni Association is a nationwide group of former National Football League players, coaches and other employees whose mission is to serve, assist and inform former players and their families. The association offers a variety of medical, financial and social programs to help members lead healthy, productive and connected lives, as well as community initiatives under its “Caring for Kids” programs. For more information please visit* [*www.nflalumni.org*](http://www.nflalumni.org)*.*

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