



FOR IMMEDIATE RELEASE:

MEDIA CONTACTS:

Abby Harris, Feed The Children, 405-949-5157, Abby.Harris@feedthechildren.org

Jilane Rodgers, NFLPA, 202-255-5874, Jilane.Rodgers@nflplayers.com

Galen Munroe, Teamsters, 202-439-7427, gmunroe@teamster.org

Chris Daley, School of the Legends/Maroon PR, 401-808-7694, Chris@MaroonPR.com

**NFL PLAYERS ASSOCIATION, TEAMSTERS, SCHOOL OF THE LEGENDS
PARTNER WITH FEED THE CHILDREN
TO HELP 800 NEW ORLEANS FAMILIES**

Volunteers from Three Organizations Help Deliver Food and Essentials to Those in Need

NEW ORLEANS (Sept. 7, 2010) – Today, The NFL Players Association (NFLPA), Feed The Children, School of the Legends and Teamsters from across Louisiana and Mississippi delivered two tractor-trailers full of food and essentials to families of New Orleans. The distribution was held at the Franklin Avenue Baptist Church at 4 p.m. and helped 800 families in need.

Many current and former NFL players and their families, including members of the New Orleans Saints, were on hand to help distribute the boxes. One truckload of supplies was delivered by a Teamsters Union truck out of Indianapolis, Ind. The School of the Legends, in addition to sponsoring a truck, also brought its national tour bus and staff to help at the volunteer site. Each family received a 25-pound box of food, a 10-pound box of personal care items and bottled water. The items are designed to help a family for up to one week.

The distribution is the latest stop on Feed The Children's Americans Feeding Americans Caravan, which has helped more than 135,000 families across the country in cities that have been affected by the nation's economic downturn. The caravan will help at least 200,000 families by the end of 2010.

Feed The Children partner agency, Baptist Crossroads Foundation, identified the recipient families and provided volunteers to help families with the boxes.

"We are so thankful to the NFL Players Association, the Teamsters Union, Baptist Crossroads Foundation, School of the Legends and the many players and volunteers for their help in distributing food and essentials to New Orleans families," said Tony Sellars, spokesperson for Feed The Children. "We hope people will continue to help us put more trucks on the road to help fellow Americans who need our help during the economic downturn."

"School of the Legends is designed to bring people together, so it's an honor for us to align with the NFLPA, Feed The Children and the Teamsters to help improve the lives of families in need in New Orleans," stated David Byerley, CEO of School of the Legends Football, LLC. "The people of this community have shown great perseverance in times of extreme adversity, and we are inspired by their strength. We are also very excited to be in New Orleans to join fans for the kickoff of the 2010 NFL season."

"We are proud to partner with the Teamsters, School of the Legends and Feed The Children to serve the community of New Orleans," said DeMaurice Smith, Executive Director of the NFLPA. "The players of the World Champion Saints have made a tremendous impact on this area in the five years since Hurricane Katrina and after the recent Gulf oil spill. It is our honor to be able to give back to this resilient community as we are here in celebration of the 2010 Kick Off."

"We would like to thank our union brothers from the NFLPA and representatives from the School of Legends that joined with the Teamsters to help this worthy cause," said Teamsters General President James P. Hoffa. "When Hurricane Katrina devastated New Orleans in 2005, our members were some of the first to volunteer to deliver food, water and other essentials to those in need. Our partnership with the NFLPA, School of Legends and Feed The Children continues our union's tradition of giving back to those who are less fortunate."

To see the impact of Feed The Children's Americans Feeding Americans Caravan in your area visit www.AmericansFeedingAmericans.org.

About the NFL Players Association

The National Football League Players Association (NFLPA) is a non-profit, professional sports union that protects the best interests and welfare of all NFL players. It serves as the exclusive bargaining agent for all NFL players in collective bargaining. Established in 1956, the NFLPA has a long history of assuring proper recognition and representation of players' interests. The NFLPA is governed by a Board of Player Representatives, acting in accordance with the NFLPA Constitution and federal labor laws. The NFLPA's responsibilities include: Representing all players in matters concerning wages, hours and working conditions and protecting their rights as professional football players; Assuring that the terms of the Collective Bargaining Agreement are met; Negotiating and monitoring retirement and insurance benefits; Providing other member services and activities; Providing assistance to charitable and community organizations; Enhancing and defending the image of players and their profession, on and off the field. For more information, visit www.NFLPLAYERS.com

About the International Brotherhood of Teamsters

Founded in 1903, the International Brotherhood of Teamsters, represents 1.4 million hardworking men and women, in the United States, Canada and Puerto Rico. The Teamsters Union is one of the largest labor unions in the world. It is also the most diverse union in the U.S. The union represents everyone from A to Z - from airline pilots to zookeepers. One out of every ten union members is a Teamster. For more information, visit www.teamster.org.

About School of the Legends

School of the Legends (SOTL) is an officially licensed partner of NFL Players. Its purpose is to provide fans with a unique online football experience never available before. It's an exclusive social football community in which fans can interact with their favorite players, referred to as "Legends." Fans will be able to connect directly with their favorite Legends and talk football, post their thoughts and perspectives on the game and much more. Additionally, SOTL will offer high-definition video training, taught by the Legends as they provide distinctive techniques and strategies, covering every position on the field. From understanding the nuances of the game to motivational and nutritional tips, SOTL will also serve as a resource for moms and dads of young players. Most importantly, the site will feature proprietary and unparalleled professional player-related content that fans of all ages will enjoy. SOTL's social media component launches on September 9, followed by a full product unveiling around the Super Bowl in February 2011.

About Feed The Children

Founded in 1979, Feed The Children is consistently ranked as one of the 10 largest international charities in the U.S., based on private, non-government support. Feed The Children is a Christian, international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disasters. In FY 2009, Feed The Children distributed more than 111 million pounds of food and other essentials to children and their families in all 50 states and internationally. Since its founding, the organization has reached out to help those in need in 119 countries around the globe. For more information, please visit www.feedthechildren.org.

#