



NFL Alumni, Inc.

National Headquarters
3696 N. Federal Hwy, #202
Fort Lauderdale, FL 33308

Phone: 954-630-2100

Fax: 954-630-2535

4/24/09 PRESS RELEASE COMMENTARY

For some time, many retired professional football players have felt they lacked a spokesman who could voice their interests to the National Football League, to the team owners, to the Players Association, and to the general public. Prior to 1977 the NFL Alumni Association provided that voice, specifically by advocating in favor of pension benefits for players who retired before 1959.

In 1977 the Association and its mission gave way to a new Alumni organization, with a focus on "Caring for Kids". The Alumni's work on behalf of retired players was scaled back to helping former players who were in "dire financial need." Since 1977 the local Chapters of the NFL Alumni have raised funds for children's charities by hosting golf tournaments, whose winners participate in an annual "Super Bowl of Golf National Championship." The Alumni also host the annual "Player of the Year Awards Dinner" and other premier events at the site of each year's Super Bowl. Based on its charitable activities, the NFL Alumni has been recognized by the IRS as a public charity under section 501(c)(3) of the Internal Revenue Code.

The continued growth of the retired player community and the severe physical stress on the men who play the game has resulted in a large and growing cadre of former players who may not be in "dire need", but who require assistance with health issues, career placement, investment management, and other matters. In recognition of those needs, the NFL Alumni, at their April Annual Meeting, decided to reconstitute the original NFL Alumni Association to carry out its original mission of retired-player advocacy and to unite in that effort with Bruce Laird of Fourth and Goal, and other retired players who have demonstrated leadership in the field of retired player advocacy. The members of the NFL Alumni, through the public charity and its local chapters, will continue to carry on the vital mission of *Caring for Kids*.

The interim board of the reconstituted NFL Alumni Association will include nine directors from the NFL Alumni's charitable board and six directors from Fourth and Goal. The organizational meeting of the interim board will be held in May.

During the coming months, the Association will recruit a dynamic executive to manage the new mission, which will be funded with dues from retired players and funds raised by marketing. Once the new leader is in place, the interim board will focus on a long-term governance structure that will give all retired players a voice in selecting their leaders.