

NFL Alumni names George Martin to lead advocacy mission

The NFL Alumni have named former New York Giant George Martin as the Executive Director of the new NFL Alumni Association, effective October 15. The Association will advance the interests of retired players through advocacy and marketing programs. Under Martin's oversight, the NFL Alumni Inc, a section 501(c)(3) charity, will continue raising money for children's charities through its *Caring for Kids* golf tournaments and Super Bowl events.

Frank Krauser, who will remain as President of the charity, said, "The Association's Board of Directors made an excellent choice in selecting Martin to lead the Alumni's activities on behalf of retired players and to provide oversight of all Alumni activities. I look forward to working with George to ensure that the Alumni's charitable and advocacy activities are mutually supportive and lead to continued growth of our membership. Retired player advocacy is an area that has been a major concern of our members for many years and now there will be one voice under Martin's leadership."

In April 2009 the NFL Alumni returned to their roots as an advocacy group by reconstituting the NFL Alumni Association, the name of the original Alumni organization, to focus on key issues affecting retired players such as medical, financial, and post-career counseling. As required by applicable tax laws, the Alumni will keep their tax-deductible charity work segregated from the Association's business, lobbying and player-advocacy activities.

"It is a tremendous honor and privilege to have been granted the opportunity to serve as a spokesperson for all retired NFL players," said Martin. "I truly look forward to this new era of collaboration working with Commissioner Goodell and the National Football League, DeMaurice Smith of the NFL Players Association (NFLPA) as well as all alumni who contribute to this great sports industry."

Martin, who played 14 seasons as linebacker for the New York Giants (1975-88), served as team co-captain on the 1986 Giants team that recorded a franchise record 14 wins and won Super Bowl XXI. While playing for the Giants he was elected president of the NFLPA and was instrumental in the Collective Bargaining Agreement that brought improved benefits to retired players. Also during his tenure as an NFL player, he established a degree-completion program at Fairleigh Dickinson University (FDU) in New Jersey which became a prototype replicated for players throughout the NFL. In addition he led the establishment of the FDU Outreach Program, which teams Giant players with University representatives to visit high schools to explain the importance of setting goals and to avoid drug and alcohol abuse.

Upon retirement from the NFL in 1988, Martin began a successful business career that included the establishment of a Sports Marketing Department for Mutual of New York, a life insurance and annuity provider. While overseeing the company's sports marketing department, Martin instituted a financial education seminar program that was adopted by 20 of 32 NFL franchises, 10 MLB teams, the WNBA and the NBA Retired Players Association (NBRPA).

In 2007, Martin founded and continues to direct a Journey for 9/11, a 501(c)(3) organization that raises funds to help provide healthcare for thousands of rescue and recovery workers now ailing as a result of their service at Ground Zero after the September 11 attacks on the World Trade Center. The backbone of the Journey was Martin's historic 3,003 mile coast-to-coast walk from New York City's George Washington Bridge on September 16, 2007 to San Diego where he arrived on June 21, 2008. Since establishing a Journey for 9/11, Martin has raised nearly \$3.5 million for first responders and 9/11 rescue and recovery workers.

For his charitable efforts, Martin has received numerous awards and honors. ABC News named him one of its 2007 "Persons of the Year" and he received the prestigious Heisman Humanitarian Award from the Heisman Trophy Trust. Fairleigh Dickinson University bestowed Martin with an Honorary Doctor of Humane Letters degree for his lifelong commitment to community service.