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SUPER BOWL BREAKFAST ANNOUNCES BART STARR FINALISTS, TONY DUNGY TO ATTEND IN 2010

Athletes in Action To Recognize the 2010 Bart Starr Award Winner at the NFL-Sanctioned 23rd Annual Super Bowl Breakfast

HOLLYWOOD, FL (January 26, 2010)— The winner of the Bart Starr Award will be announced during the 23rd Annual NFL-Sanctioned Super Bowl Breakfast, hosted by Athletes in Action, on Saturday, February 6th, 2010 at 8:00 a.m. EST. Super Bowl Champion Coach Tony Dungy will speak at the breakfast – sharing his personal experiences and triumphs as South Florida prepares for Super Bowl XLIV. The three finalists for the 2010 Bart Starr Award, which honors one NFL player for outstanding character and leadership in the home, on the field and in the community, include:

- **Kurt Warner, Arizona Cardinals** – Warner has spent 12 years with the NFL and in that time has participated in the First Things First Foundation, Make-A-Wish Foundation, the Special Olympics, Neighborhood Ministries, Habitat for Humanity and more.
- **Drew Brees, New Orleans Saints** – Brees has had a hand in starting a few different foundations including the Brees Dream Foundation and Brees on the Seas. He has been with the NFL for 9 years and has contributed his time to the American Cancer Society, Pro Sports Team Challenge, Hurricane Katrina Recovery and more.
- **Jeff Saturday, Indianapolis Colts** – Saturday has been with the NFL for 11 years and has made a difference in the community by helping the Susan G. Komen for the Cure cause, Sharon Bassett Foundation and serves on the board for Kids' Voice among other efforts.

The winner will be announced at the breakfast, taking place at the Westin Diplomat Resort & Spa in Hollywood, FL (3555 South Ocean Drive).

The morning will also feature Baltimore Ravens Head Coach, John Harbaugh, NFL Hall of Famers Anthony Muñoz and Bart Starr, and event emcee, Chris Mortensen, NFL insider for ESPN. Several other NFL athletes and coaches will also be in attendance.

The Super Bowl Breakfast Committee is preparing for a large crowd this year, as 2010 marks the first year that the Pro Bowl will be played the Sunday prior to the Super Bowl. Many fans are expected to travel to the Pro Bowl and stay through the Super Bowl, hopefully stimulating a struggling South Florida economy and increasing attendance at the events surrounding the game.

“For 23 years the NFL-sanctioned Super Bowl Breakfast has been a highlight of Super Bowl weekend. We are excited to host our event in South Florida again,” said Terry Bortz, Director of the Super Bowl Breakfast for Athletes in Action.

Priority and corporate tables are still available and local South Floridians are encouraged to attend the breakfast event and can purchase tickets by calling (800) 416-9472. Tables are available for \$1,500 - \$2,000 and general admission seats are available for \$150 - \$200. More information can also be found at www.superbowlbreakfast.com.

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.

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