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PRO PLAYERS FOUNDATION PARTNERS WITH DALLAS COWBOYS TO HOST CHARACTER CAMP & SKILLS CLINIC AUGUST 27th

Event at The Salvation Army in Oak Cliff teaches life skills to local youth

SOUTHLAKE, TX – August 23, 2011 – As part of its mission of "Enriching the Lives of Children," the [Pro Players Foundation](#) (PPF) is hosting one of its signature [Character Camps](#) August 27th in conjunction with the Dallas Cowboys and Gene and Jerry Jones Family Charities. The one-day event, hosted by former Cowboys great and five-time Super Bowl Champion Charles Haley and featuring Daryl Johnston, Michael Irvin, and Russell Maryland a number of former Dallas Cowboys and NFL players, at The Salvation Army's Cedar Crest Community Center - 1007 Hutchins Road, Dallas, Texas 75203. Press are invited to arrive between 10 and 11am. PPF and Gene and Jerry Jones Family Charities recently teamed up to renovate the football field at the Cedar Crest Community Center, as part of the PPF's [Instant Replay](#) program.

In addition to the event's Character Curriculum which focuses on responsibility, respect, leadership, sportsmanship and integrity, the Dallas Cowboys Youth Football Academy will be on site taking youth through a variety of football skills including hands-on offensive, defensive and special teams drills. Rowdy, the Official Mascot of the Dallas Cowboys, will also be present to meet, greet and entertain all of the participants.

According to Brad Bradley, founder of PPF, the Character Camp is oft-times a life-changing event for disadvantaged youth in North Texas.

"Spending time with a professional athlete is a dream for most children, but even more for kids with limited opportunities to attend a professional football game, so we bring the players and coaches to them," says Bradley, noting the camp is being underwritten by the Dallas Cowboys and Gene and Jerry Jones Family Charities. "The goal is to get these kids interested in football or another sport that will keep them in school and out of trouble."

PPF developed Character Camps to give youth of all ages the opportunity to learn the importance of character, integrity, purpose and responsibility in everyday life while simultaneously developing their athletic abilities.

"We're so grateful for the Pro Players Foundation's renovation of the youth football field at The Salvation Army," says Sergeant Rodney Hinkle, corps officer of The Salvation Army's Cedar Crest Community Center. "It has really stirred up a lot of excitement for this year's football season in the Pop Warner League. And just before the season begins, more than 200 kids will benefit from the Character Camp that will be held on the newly renovated field. The opportunity for participants to interact with positive role models can help keep them pointed in the right direction in life. It is also good for kids from low-income neighborhoods, like

the one around our center, to know that someone outside their area cares enough about them to provide such great resources."

Participating athletes share some of the special skills that have made them successful in their sport while also instilling in the children some of the character-building skills necessary to succeed in life. In addition to the Dallas Cowboys, PPF also partners with Dallas Mavericks, Dallas Stars and FC Dallas to accomplish an annual Instant Replay project and dedicate the renovated facility with a corresponding Character Camp.

As its second Instant RePlay project -- which repairs existing non-profit, municipal or school sports facilities in disadvantaged neighborhoods -- PPF completed the renovation of Cedar Crest Community Center's football field on August 6th with the help of a grant from Gene and Jerry Jones Family Charities, the support of major in-kind contributions from PPF's corporate partners, and the assistance of many volunteers, including former Dallas Cowboys Defensive End Charles Haley. A dedication ceremony and ribbon cutting will be held this Fall.

Corporate sponsors such as Green Scaping, Blue Sky Sod, Musco Lighting, The Home Depot Foundation, Glidden, Trinity Industries among others all contributed greatly to the refurbishment's success.

"The field was built in 1972 and in need of much repair. During the past few months that we've been working on it, The Salvation Army has seen a substantial increase in kids enrolling in football and other programs offered -- this is all the proof we need that our efforts are successful," Bradley states.

"The Dallas Cowboys are proud to partner with The Salvation Army and Pro Players Foundation," said Cowboys Executive Vice President Charlotte Jones Anderson. "Having the opportunity to contribute to a football field renovation at a Salvation Army means a great deal to our family. The mission of our foundation is to help those who aren't able to carry the ball for themselves -- providing an upgraded football field for the Cedar Crest Comets does just that."



For more information about PPF or our upcoming Instant RePlay projects, go to: www.ProPlayersFoundation.com

Additional pictures of the event can be seen at [Instant RePlay #2](#).



About Pro Players Foundation

Pro Players Foundation is a group of professional athletes, business and community leaders who volunteer their time and talents to assist disadvantaged youth. With the mission of “Enriching the Lives of Children,” PPF uses a variety of initiatives to help make sure every child has the ability to succeed and the opportunity for a bright future.

To date, PPF has helped thousands of children in North Texas with such basics as providing funding for shoes and immunizations to awarding scholarships for camps, providing young athletes with necessary sports equipment and giving gifts of bicycles at the holidays. Pro Players Foundation is a 501(c)3, not-for-profit organization that relies on donations from the community and the partnership of corporate and local sponsors to help achieve its goals. www.proplayersfoundation.com

About Character Camps

Each day, our children are influenced by people and events outside of the home, school or spiritual environments that we consider safe. From television to internet to movies and music, outside influences can have a big effect on how today’s youth perceives our society, and no group has more of that influence than athletes. In an effort to share with youngsters the work ethic, dedication and individual desire that makes up the character of a majority of these athletes, the Pro Players Foundation has developed.

Character Camps. These camps give youth of all ages the opportunity to learn the importance of character, integrity, purpose and responsibility in everyday life while simultaneously developing their athletic abilities.

Through the PPF Character Camps, athletes share some of the special skills that have made them successful in their sport while also instilling in the children some of the character-building skills necessary to succeed in life. Many children watch a professional athlete on television or at a sporting event, but very few ever know about the hard work, sacrifice, and dedication the athlete went through to get to that level. Character Camps gives PPF athletes a chance to share both their talent and their inspirational stories with youngsters, helping them to learn to do their very best while interacting positively with those around them. In 2011 Character Camps will be conducted in conjunction with each Instant RePlay project and independently as the opportunity arises. www.proplayersfoundation.com/about/character-camps

About Gene and Jerry Jones Family Charities

In the area of community service, Gene and Jerry Jones Family Charities' mission is built upon an overall philosophy of helping those who don't have the strength, the resources or the means to help themselves. As a sports entity that has enjoyed unprecedented success and recognition for more than four decades, the Dallas Cowboys feel a very strong obligation to transfer that championship tradition and the magic that it creates toward the bigger purpose of making a difference in the community. More information about the Dallas Cowboys is available at www.dallascowboys.com.

About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church established in London in 1865, has been supporting those in need in His name without discrimination for more than 130 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. 82 cents of every dollar The Salvation Army spends is used to support those services in 5,000 communities nationwide. For more information, go to www.salvationarmyusa.org.