



**FOR IMMEDIATE RELEASE**  
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## **Pro Football Players Rally for Orangewood**

***Over 35 NFL Stars Participate in Charity Dinner & Golf Tournament  
to Benefit Orange County Abused Children***

***Dinner Honored NFL Running Back Warrick Dunn and  
O.C. Executive & Philanthropist Bob McKnight***

**Dana Point** – Athletes First, a Newport Beach sports agency that represents more than 60 professional football players, partnered with Orangewood PALS again this year and hosted its annual two-day fundraiser, “The Athletes First Classic.” The gala event was held at the St. Regis Hotel and Resort in Dana Point on March 15<sup>th</sup>, with a golf tournament the following day. Presenting sponsor was Brand Affinity Technologies.

The gala and golf event are expected to raise more than \$400,000 for Orangewood PALS, an auxiliary of Orangewood Children's Foundation that provides assistance, love and support to the victims of child abuse and neglect in Orange County.

Over 650 people gathered at the gala on Saturday night. The event honored Warrick Dunn and Bob McKnight who each received the 2008 Golden Heart Award. The award is given annually to two honorees, one an athlete who has been a positive role model and has made contributions off the field and the other a local business leader who has exhibited leadership in doing good works and benefiting humanity. NFL free agent quarterback Trent Dilfer presented the award to Dunn (they were former teammates when both were with the Tampa Bay Buccaneers in the late '90's). UCS football coach Pete Carroll presented the award to friend and USC alum McKnight.

Warrick Dunn is an NFL running back (recently traded from the Atlanta Falcons back to Tampa Bay) and three-time Pro Bowl selection. He founded The Warrick Dunn Foundation

which is dedicated to providing opportunities for economically-disadvantaged single parents and children who have demonstrated a commitment to achieve financial independence and stability. His Foundation is a tribute to his mother, a Baton Rouge police officer, who was killed in the line of duty. As a single-mother of six, she worked tirelessly to achieve the American dream of owning her own home; however, she was never able to realize that dream.

Bob McKnight is Founder, CEO and Chairman of the Board of Quiksilver, Inc. He serves on the boards for The Ocean Institute, USC/Wrigley Institute on Catalina Island and the Otis College of Art and Design.

The liveliest point during the evening, which was emceed by NFL Network on-air talent Rich Eisen, was the live auction which featured a Lakers VIP package including two floor seats to the April 4 game versus Dallas that, after a bidding war, sold for \$30,000 to Gabriel Giordano of San Diego.

“This was a great opportunity for our clients to come together for a great cause,” said Athletes First CEO David Dunn. “I applaud them for taking time out of their extremely busy schedules to help the kids of Orangewood, and to help honor Warrick and Bob.”

Orangewood Chief Executive Officer Cal Winslow is proud of Orangewood PALS’ contribution to Orange County. "Orangewood PALS members touch the lives of so many abused and neglected children in Orange County – from the toddlers and school-age children at the Orangewood Children's Home, to 18-year olds struggling to make a successful transition to independent adulthood,” said Winslow. “On behalf of Orangewood PALS, we are honored and delighted to be the beneficiary of this year's Athletes First Classic Charity Gala and Golf event."

***About Athletes First***

*Athletes First is one of the country's premier sports representation firms, boasting a client roster of over 60 NFL players and many other athletes, coaches and broadcasters. Formed in 2001, Athletes First specializes in contract negotiation and corporate marketing. President and CEO David Dunn and his staff have negotiated over \$1 billion in playing, coaching and marketing contracts. In addition to this work, Athletes First's client servicing efforts also include event planning, public relations and charitable activities. For more information, please visit [www.athletesfirst.net](http://www.athletesfirst.net), or call (949) 242-7702.*

***About Orangewood PALS***

*Orangewood PALS (Providing Assistance Love and Support) was formed in 1996 as an auxiliary of the Orangewood Children's Foundation. PALS is a group of young professionals who have come together to make a positive impact on the lives of Orange County's abused and neglected children. PALS supports the work of the Foundation by hosting events and activities for children temporarily placed at Orangewood Children's Home, and mentoring former foster teens. For more information, please visit [www.orangewoodpals.org](http://www.orangewoodpals.org), or call (714) 619-0204.*