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Pro Football Players Rally for Orangewood

***Over 60 NFL Stars Participate in Charity Dinner & Golf Tournament
to Benefit Orange County Abused Children***

***Dinner Honored NFL's Hasselbeck Family and
the Lennar Charitable Housing Foundation***

Dana Point – Athletes First, a Newport Beach sports agency that represents more than 100 athletes and coaches, partnered with Orangewood Children's Foundation and its PALS auxiliary again this year and hosted its annual two-day fundraiser, "The Athletes First Classic." The gala event was held at the St. Regis Resort, Monarch Beach in Dana Point on March 11th, with a golf tournament the following day. The Argyros Foundation was the major sponsor. Athletes attending the weekend events included Hall of Fame players such as Eric Dickerson, USC alums and current players including Clay Matthews (Green Bay Packers), Mark Sanchez (N.Y. Jets) and Matt Leinart (Houston Texans), and many young players represented by Athletes First going into the 2011 draft including Von Miller of Texas A&M who is expected to be taken in the first round. The gala and golf event are expected to raise more than \$400,000 for Orangewood Children's Foundation's scholarship program for former foster teens in Orange County.

Almost 900 people gathered at the gala on Friday night. The dinner program included a testimonial by former foster youth Jorge Cardenas. Jorge spent his early childhood moving often and witnessing his father and then mother's boyfriends trafficking drugs and beating the mom. Jorge's mother in turn took her frustrations out on him and his younger brothers. He was removed from his family when he was in 4th grade. Thanks to support from Orangewood, his Orangewood mentor (and board member and Gala honoree) Jeff Roos, and Orangewood scholarships, today Jorge is a senior at Cal. State Fullerton and will be graduating in a few

months. He concluded his speech thanking the audience and saying, “The biggest way that Orangewood has helped me isn’t through one of their programs...it’s that they helped me feel normal. When you’ve had the past that I’ve had, you look around and others look normal but you feel different. Once I found out about the Orangewood Children’s Foundation, I became more open. And I felt normal, which is an amazing feeling.” Moved by Jorge’s story, the audience donated over \$151,000 to Orangewood’s scholarship fund.

The culmination of the evening was the presentation of the 2011 Golden Heart Award to the Hasselbeck family and Lennar Charitable Housing Foundation. 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. “Golden Heart honorees back up their success with generosity,” said Athletes First C.E.O. and Orangewood board member David Dunn. Youth speaker Jorge Cardenas presented the award to Lennar which was accepted by representatives Jeff Roos (Regional Pres., So. Cal. Homebuilding, Lennar Homes) and Jon Jaffe (VP & COO, Lennar Homes). Trent Dilfer, a retired NFL player who was a teammate on the Seattle Seahawks with Matt Hasselbeck and is currently an ESPN broadcaster, presented the award to Matt as a representative of the family.

The mission of Lennar Charitable Housing Foundation (LCHF) is to end homelessness by investing in shelter and supportive services benefiting vulnerable families and individuals. LCHF was established to assist those people in need of shelter by providing ongoing financial support to organizations dedicated to solving this difficult problem. To do this, an amount equal to a small percentage of the sales price of the home sold (now and every time it is resold) will be contributed by the buyer to LCHF...and then distributed to the organizations who need it most. It is a way for families fortunate enough to own a home to become Lennar’s partner in providing hope to those without a roof over their heads.

The Hasselbeck family has been involved in the NFL since 1977 when patriarch Don was drafted by the New England Patriots. Since then eldest son, Matthew, was drafted by the Green Bay Packers in 1998 and is currently quarterback for the Seattle Seahawks. Middle son Tim followed Matthew to the NFL in 2001 signing with the Buffalo Bills and played for seven years before retiring and becoming an ESPN football analyst. Both generations of Hasselbecks are involved in a variety of charitable causes including: head injury prevention for football players of all ages (Don), mentoring NFL couples (Don and wife Betsy), disaster response (Matt, wife Sarah and Nathanael), and Celiac disease and breast cancer (Tim and wife Elizabeth).

The liveliest point during the evening, which was emceed by ESPN reporter Michael Smith, was the live auction. The most competitive bidding was on a Green Bay Packers VIP trip for 8 including a “meet & greet” with defensive player Clay Matthews (won by Wing Lam with a winning bid of \$40,000) and a 24-hour experience on a US Navy aircraft carrier (won by Mike and Tracy Bilek for \$40,000).

“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 Lennar and the Hasselbeck family.”

Orangewood Chief Executive Officer Cal Winslow said, “We are honored to continue our partnership with David Dunn and the whole Athletes First organization, and we’re delighted to be the beneficiary of this year’s Classic.”