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**OFF THE FIELD PLAYERS' WIVES ASSOCIATION TO HOST SUPER BOWL FASHION SHOW
TO SUPPORT THE NFL PLAYER CARE FOUNDATION AND SOPHIE'S PLACE**

NFL Players and their families to take the runway in San Francisco for a charity fashion show

Washington, DC - January 27, 2016 - In celebration of Super Bowl 50, Off the Field Players' Wives Association will host a star-studded charity fashion show on Friday, February 5th at the NFL Shop at Moscone Center in San Francisco. Current and retired NFL players and their families will take center stage during the highly anticipated 15th annual "**Legends on the Runway**" Super Bowl fashion show.

This year's free event will bring together fans, fashion and sport to feature men's, women's and tween's lifestyle lines provided by the NFL, New Era Caps and G-III Sports, a Division of the G-III Apparel Group, Ltd.

"Since day one, it's always been a goal of Off the Field to empower our members to perform and support philanthropic initiatives that enhance the quality of life in our NFL communities," says Off the Field Board President, **Ericka Lassiter**. "The work we do is critical to supporting families. We look forward to working with the NFL to make this a super successful event, and raise much needed funds to continue our commitment to support families, children and communities."

The celebration will kick off on Thursday, February 4th with an invitation-only VIP cocktail reception, co-hosted by NFL Player Engagement, for players and their significant others. This year's reception will feature a live performance by Grammy-nominated R&B trio Sisters with Voices (SWV) and will honor **Taj George**, SWV member and wife of four-time All-Pro running back Eddie George. The event will include opening remarks from **Charles Way**, NFL Vice President of Player Engagement, and a special address by New York Times Best Selling Author, and Executive Producer and Host of *Iyanla of my Life - Iyanla Vanzant*.

On Friday, NFL players and their families will take the runway to model the latest NFL fashions in support of charity. New Era Caps and the G-III Apparel Group, Ltd will provide donations with purchase on the day of the event. Donations will support The NFL Player Care Foundation, an independent organization dedicated to helping retired players improve their quality of life; and Sophie's Place, a pediatric music therapy initiative established by the Forever Young Foundation. The fashion show event is free and open to the public.

"We are excited to work with Off The Field, as we share a commitment to support our players and their families both on and off the field," said Charles Way. "The donations from these events will help to provide further assistance for our retired players and others in need through the NFL Player Care Foundation and the Forever Young Foundation, founded by one of our former players, Steve Young."

For additional information visit or contact Gail Easley, gail.easley@otfpwa.org.

About Off the Field

Off the Field (OTF) is the philanthropic association for active and retired professional football players' wives in the National Football League. Our mission is to unite and empower our members to perform and support philanthropic initiatives that enhance the quality of life for families in our communities. Off the Field was established on February 16, 2006, in Washington D.C., as a national non-profit organization. The organization is comprised solely of the spouses of active and retired NFL players. OTF is a 501(c)(3) charitable organization that strives to be a resource to its members and their communities. The purpose of the OTF is to have an alliance of women within a network who are fully committed to collectively affect change within themselves as well as their surrounding communities. Through its dedication to create awareness of children and family needs in communities, and raise funds for local and national charitable organizations that emphasize strengthening the family unit, OTF has contributed more than \$1,000,000 to various charitable organizations since its inception.

About The NFL Player Care Foundation

The NFL Player Care Foundation (PCF) is an independent organization dedicated to helping retired players improve their quality of life. PCF addresses all aspects of life by providing programs and assistance with medical, emotional, financial, social and community issues. Created in 2007 by a partnership between NFL owners, the NFL Players Association, Pro Football Hall of Fame, and the NFL Alumni Association, PCF is administered by a board of eight directors. The National Football League, NFL Players Association, Pro Football Hall of Fame and the NFL Alumni Association are each appointed a nominated director. In addition, four outside directors share their expertise in foundation management, mental health, social welfare issues, and healthcare.

Since its inception, PCF has screened more than 3,000 retired players, identifying numerous medical issues that were addressed immediately, saving lives. In addition to hosting 10 Healthy Body & Mind screening events each year, PCF has granted over \$9 million in emergency financial assistance to over 800 former NFL players.

To learn more about the work of the PCF, please visit nflplayercare.com.

About the Forever Young Foundation

Founded in 1993 by NFL Hall of Famer Steve Young, Forever Young Foundation is a nonprofit 501(c)(3) organization focused on passing on hope and resources for the development, strength, and education of children. The Foundation serves children facing significant physical, emotional, and financial challenges by providing them with academic, athletic, and therapeutic opportunities currently unavailable to them. Forever Young Foundation primarily focuses our efforts in Northern California, Arizona, Utah, and Ghana, Africa.

Our development projects include Forever Young Zones and 8 to 80 Zones, which provide technology and multimedia labs for those living in underserved communities as well as state-of-the-art interactive play areas in children's hospitals. Our newest initiative, Sophie's Place, provide dedicated music therapy facilities in children's hospitals. These special spaces care for young people suffering from pain, chronic illness, and serious injury. Our international initiatives include the building and expansion of schools in Ghana, Africa, as well as enhancing health, educational, and athletic opportunities for Ghanaian youth. We also devote significant time and resources supporting other remarkable nonprofits through our Nonprofit Institute, GIVE Conferences, and grant making.

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