



FOR IMMEDIATE RELEASE
10/12/10

PARTNERSHIP BETWEEN NFL, NFL ALUMNI, & GAY CULVERHOUSE PLAYERS' OUTREACH PROGRAM

WILL PROVIDE EXPANDED SERVICES TO RETIRED NFL PLAYERS

NFL Commissioner Roger Goodell, NFL Alumni Executive Director George Martin, and Dr. Gay Culverhouse, president of the Gay Culverhouse Players' Outreach Program, announced today a new partnership to benefit retired NFL players.

"NFL clubs are committed to doing the right thing for former players," Commissioner Goodell said. "There are very comprehensive benefits and services available, but too often former players and their families don't know what they are or how to gain access to the programs. By working jointly with Gay Culverhouse and the NFL Alumni Association, we can take a proven program, expand it on a national basis, and do a much better job of identifying our retired players who are in need."

Under the partnership, additional outreach efforts will include the hiring of case workers, the development of a toll-free hotline, and personal outreach to retired players and their families through events sponsored by NFL Alumni and GCPOP. Players identified through these efforts will receive comprehensive medical evaluations and assistance in applying for the expanded benefits and services created in recent years.

"I am delighted that we have formed this new partnership to allow even more former players to receive vital information and benefits," said Dr. Culverhouse. "Our Player Outreach Program has accomplished a lot, and our model works. By joining with the NFL and the Alumni Associates, I know we can reach many more former players and their families."

NFL Alumni Director George Martin said, "As the largest association of retired NFL players in the country, and as advocates for those former players, this is a natural partnership for NFL Alumni. I have been so impressed by what Gay Culverhouse has accomplished, and am delighted to be able to bring this outreach program to our former players throughout the country."

###