



NEWS RELEASE

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Philadelphia Eagles Malcolm Jenkins Uses In-Season Fundraiser to Raise Awareness and Funds for Youth Sports Safety

For the 2015 NFL Season, Malcolm Jenkins, with the help of the Eagles defense, is raising awareness and funds for youth sports safety by asking fans to donate any dollar amount for every team interception.

Philadelphia, PA (October 2, 2015) – For the 2015-16 NFL season, Philadelphia Eagles Safety Malcolm Jenkins, with the help of his teammates, is calling on the public to help raise awareness for youth sports safety by making a pledge to The Malcolm Jenkins Foundation's No PHL Y Zone Challenge. By visiting www.pledgeit.org/malcolmjenkins, fans are asked to commit a dollar amount of their choice for every interception made by the Philadelphia Eagles defense this season. Supporters can also make a one-time flat donation to support Jenkins' efforts. Jenkins will personally match the total amount of dollars raised to support the Foundation's programs and youth sports safety initiatives.

As a thank you for giving, the Foundation is offering unique incentives, including VIP tours with Jenkins at Lincoln Financial Field and swag from the Foundation's #NoPHLYZone collection.

"I am proud to launch this pledge campaign to build awareness around youth sports safety," said Jenkins. "The Malcolm Jenkins Foundation, in partnership with Safe Kids New Jersey and other like-minded organizations, work to educate youth, parents and guardians about the techniques and components of safe play, and the importance of good health and wellness. This campaign will only further our impact; and we can do it with your help. As a long-time athlete, I know first-hand the value of sports in youth development and the importance of playing them safely. This is a cause near and dear to my heart, and I'm committed to raising as much awareness as possible."

Each year more than 38 million children participate in youth sports, which serve as an excellent way for children to learn valuable skills such as leadership, sportsmanship, and competition. The rate of their sports related injuries, however, is troubling: 1.3 million youth athletes under age 19 are seen annually in an emergency room for sports-related injuries, including 9,000 for heat related illness. Every 3 minutes a youth athlete is seen in an emergency department for a sports-related concussion.

The Malcolm Jenkins Foundation is playing a leading role in helping to build awareness around youth sports safety through programs it offers that impact youth, families and communities. Through its partnership with Safe Kids New Jersey, a program founded and sponsored by Johnson & Johnson, the Foundation educates youth parents and guardians on important health and safety topics including: Nutrition & Hydration; Injury



Prevention & Care; Concussion Recognition & Recovery; Sudden Cardiac Arrest in Athletes; Importance of Sleep in Athletes; and Anti-Bullying. The partnership has had its greatest impact at Jenkins' annual youth football camp, and greatly supports the Foundation's efforts to provide year-round programming and information that educates youth and their parents and guardians about the importance of good health and safety on an off the field.

Visit www.pledgeit.org/malcolmjenkins to join the No PHL Y Zone Challenge and support The Malcolm Jenkins Foundation's efforts.

All proceeds from this PLEDGE IT campaign will benefit The Malcolm Jenkins Foundation, a 501(c) 3 nonprofit public charity, and its youth sports safety Initiatives. For additional information please contact JohnPaul via email at jp@pledgeit.org or call (717) 645-2464.

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PLEDGE IT is an online fundraising platform that empowers teams and athletes at any level for all sports to raise money based on their athletic performance. Fans can pledge any dollar amount for every touchdown, run, or point scored to benefit their team or favorite cause. PLEDGE IT has been featured on ESPN, Ellen DeGeneres Show, USA TODAY, Sports Illustrated, Fox Sports, and MSNBC. For more information about PLEDGE IT, visit www.pledgeit.org.