



# NEWS ADVISORY

**For Immediate Release**

March 17<sup>th</sup>, 2008

**Contact:**

Jubi Headley, SPP

877-777-0280; [jheadley@sportsphilanthropy.com](mailto:jheadley@sportsphilanthropy.com)

## **ATLANTA FALCONS' OVIE MUGHELLI, NBA LEGEND BOB LANIER HEADLINE "[SPRING TRAINING 2008](#)"**

NFL Atlanta Falcons fullback Ovie Mughelli and NBA Legend Bill Lanier lead the list of featured speakers and presenters at "[Spring Training 2008](#)," a two-day forum for sports philanthropy professionals that examines the fundamentals of program development for. "[Spring Training 2008](#)" examines the role of the sports world in leveraging its celebrity and resources at the community level to address a variety of issues affecting many segments of the population, including environmental responsibility, community development, and childhood obesity. The forum, organized by the Sports Philanthropy Project in partnership with Columbia University, will take place on the Columbia University campus. Sports, business and philanthropy leaders are available to speak on the practices and trends that are pushing sports philanthropy to the forefront of the dialogue on strategies to improve quality of life in communities.



Spring Training will take place Monday, March 17 - Wednesday, March 19, 2008, and the following events are open to the media:

### **MONDAY, MARCH 17**

**WHAT:** **Opening Reception**  
*Sponsored by Safeplay Systems & No Fault Sports Group*

**WHEN:** 7:00 – 9:00 p.m.

**WHERE:** Ruby Foo's Uptown (A Certified Green™ Restaurant), 2182 Broadway, New York, NY

*Learn how sports is "going green," and how sports organizations can support the environment in safer, eco-friendly ways.*

### **TUESDAY, MARCH 18**

**WHAT:** **Keynote Luncheon with NBA Legend and Community Ambassador Bob Lanier**

**WHEN:** 12:30 – 2:15 p.m.

**WHERE:** Low Memorial Library, Columbia University, 116th Street and Broadway, New York, NY

*NBA Legend Bob Lanier will discuss his role as Community Ambassador for the NBA's charitable initiatives.*

**TUESDAY, MARCH 18**

**WHAT:**           **Networking Reception: Tackling Childhood Obesity - with Ovie Mughelli**

*Sponsored by NFL Charities & the Atlanta Falcons Youth Foundation*

**WHEN:**           5:30 – 8:30 p.m.

**WHERE:**          Low Memorial Library, Columbia University, 116th Street and Broadway, New York, NY

Join Atlanta Falcon's fullback Ovie Mughelli, SPP Executive Director Greg Johnson, and the country's most dynamic leaders across sports, business, philanthropy and academics as they engage in a brief discussion on leveraging the power of sports to combat the epidemic of childhood obesity.

To RSVP for any of these events, to schedule interviews, or to learn more about "[Spring Training 2008](#)," please contact Dionne Dougall at 888-969-7446 or [ddougall922@comcast.net](mailto:ddougall922@comcast.net).

---

The Sports Philanthropy Project (SPP) harnesses the power of sports to help build sustained and comprehensive social programs and services throughout the United States and Canada. SPP:

- works in partnership with private and corporate philanthropy to bring enhanced visibility, awareness and resources to bear on the most pressing social issues facing our communities;
- provides technical assistance to help focus sports foundations' your missions, leverage funders and partners, and build effective and impactful programs which ultimately result in greater, more effective community investment; and
- Builds and encourages excellence in the field as a whole by sponsoring the annual Steve Patterson Award for Excellence in Sports Philanthropy, and hosting national conferences and other learning opportunities that have set the industry standard in this growing field of sports philanthropy.

Since 1988, SPP has provided guidance to teams and foundations from all of the major sports leagues including the National Basketball Association, the National Football League, Major League Baseball, Major League Soccer, the Women's National Basketball Association, NASCAR and the National Hockey League, as well as athlete foundations and player associations. Major funding for this project comes from the Robert Wood Johnson Foundation.

For more information please call 877-SPP-0280 (877-777-0180) or visit our website at [www.sportsphilanthropy.com](http://www.sportsphilanthropy.com).