

## Bess, Wolfe Promote NFL Player of the Day Program

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 NFLPLAYERS.COM

Football fans around the globe invest countless hours, dollars and emotions into rooting for their favorite NFL players and teams. Last Tuesday, hundreds of lucky fans in Miami and Chicago got a rare chance to meet two of these players.

As part of the 10<sup>th</sup> annual NFL Player of the Day promotion, a trading card program which has awarded more than 10,000 free autographs for collectors, Miami Dolphins wide receiver Davone Bess and Chicago Bears running back Garrett Wolfe gave fans their dream opportunity.

Participating hobby shops received a free merchandise kit with all of the materials needed to run the Player of the Day promotion, including posters, T-shirts and a variety of prizes supplied by participating licensees. Each store also received an autographed card to award to its individual grand-prize store winner. Some of the featured players this year are: Derek Anderson, Matt Forté, Matt Hasselbeck, Greg Jennings, Rashard Mendenhall and Jonathan Stewart.

### NFL Player of the Day Davone Bess: Bases Loaded

Bess, a speedy, second-year receiver out of the University of Hawaii, is looking to make a name for himself and increase his marketability as his career begins to take off with the Dolphins. Events like the one at Bases Loaded, in Miami, on Oct. 20 served to accomplish just that.



"It was great to meet the people who support us through our wins and our losses, but overall it was a good day," Bess said in an exclusive phone interview after the event. "I got to meet some people and I really enjoyed myself. Everybody was really supportive. They shook my hand, said that they're glad we're having a good year so far [and] just things like that you want to hear from your fans."

During his appearance at the hobby shop, Bess noticed some people wearing his own No. 15 jersey, as well as many wearing the jersey of teammate Ricky Williams. Fans of all ages formed a long line outside the store awaiting Bess, who posed for photographs, signed autographs and personalized many items for the supportive fans. The personalized items included photos, footballs, mini-helmets and T-shirts.

Although it was his first time doing a hobby shop visit, Bess—whose appearance was courtesy of Upper Deck and facilitated by NFL PLAYERS—said that he'd "definitely" like to be involved with another one in the future.

Bess said, "The fans are the people who come out to support us, who give what they've got whether we're winning or losing. So it's good to be in contact with them, and it feels great when the fans are behind you and showing you a lot of support."



Kevin Palcynski, store owner of Bases Loaded, said he was very happy that more than 50 people attended the signing—a very strong number for them on a Tuesday evening at 5 p.m.

"Everything went extremely well and the customers had a great time," Palcynski said.

### NFL Player of the Day Garrett Wolfe: Big John & Little Debby's

Wolfe, in his third year as a shifty, elusive running back for the Bears, is one of Chicago's hometown boys. He grew up in the area, starred in college at Northern Illinois and now plays for its beloved, revered professional football team. So when he came to Big John & Little Debby's in Chicago, courtesy of Topps, it was no surprise that 91 people showed up to meet him.

Pre-promoting measures to gain publicity for Wolfe's appearance were heavy, as advertisements appeared in four different periodicals and on two prominent Web sites. The promotion worked; local television station Comcast SportsNet-Chicago sent a camera crew to cover the event. For one hour, Wolfe was the star of the show as fans enjoyed meeting one of their favorite Chicago Bears and telling him how happy they are that he's playing for the hometown team.

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The fans are the people who come out to support us, who give what they've got whether we're winning or losing.

-- Davone Bess, Dolphins WR



All store winners entered into the national sweepstakes are eligible to win one of more than 100 prizes, including the grand prize: the chance to spend a day with an NFL player. The grand prize includes a 60-minute autograph appearance at the winner's favorite hobby shop, where the winner also will enjoy a \$250 shopping spree and a visit by the player to the winner's home for a private party.

"Garrett Wolfe was an excellent ambassador of the NFL and a better ambassador of mankind," said John Arcand, co-owner of Big John & Little Debby's. "Garrett could not have been better for the store's image or the Bears' image as a

well-raised, hard-working hometown young man. What a treat for all who came out to see him and a great day for the hobby!"

After meeting and greeting his fans, Wolfe even took a timeout to address an important topic: health issues affecting former NFL players. Wolfe, listed at 5-foot-7, 185 lbs., told a reporter from Northwestern University's Medill School of Journalism in attendance that he won't exercise as much when his NFL career ends, but will attempt to lessen his food intake.

"I know I won't work out as much, that's definitely something that won't happen," Wolfe said. "Hopefully, my metabolism stays high, but granted I think my eating habits will slow and I won't put as much into my body as I do now."

As part of the Player of the Day program, in addition to the prizes provided by licensees, each store also receives four NFL Player of the Day exclusive card packs featuring one special card from each licensee. The featured players include Larry Fitzgerald (Panini America), Adrian Peterson (Topps) and Peyton Manning (Upper Deck). An individually-numbered version (1 to 250) of each card is randomly inserted into packs.

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