



FOR IMMEDIATE RELEASE

NEW ENGLAND PATRIOTS WIDE RECEIVER, RANDY MOSS, HAS TEAMED UP WITH AMERICAN YOUTH FOOTBALL® TO IMPROVE THE LIVES OF KIDS THROUGH THE SPORT OF FOOTBALL

MIAMI, FLORIDA (Sept. 15, 2007) Randy Moss approached American Youth Football, (AYF) with one goal in mind...to do whatever it takes to help “the kids.”

AYF today announced that Randy Moss has been named the Official Spokesperson and Advocate for American Youth Football, and his *Grabman* active wear line has been named the Official Team Uniform Supplier to AYF. This platform will give Moss the opportunity to make a difference in the lives of youth across the country.

American Youth Football is the nation’s largest youth football organization with 450,000 participants in all 50 states. AYF is committed to *Giving Back* and in its ten year existence can account for more than \$12 million worth of donations and grants to communities that support youth football. Joe Galat, former coach of the New York Giants and Houston Oilers, and AYF Founder and President boasts, “Randy is a true champion of our cause and has taken the mission of *Giving Back* into his own hands; he has stepped up as a leader; his work is going to help a lot of kids and teach them what giving is all about.”

Committed to making football more accessible and team gear more affordable, Moss has created a line of reasonably priced, top-quality football apparel and accessories. The line will be unveiled at the AYF National Championships this December in Orlando, Florida. Additionally, Moss will launch *Deep Threat Equipment*, which will include receiver gloves, compression garments, skins, skullies, headbands, wristbands and more.

“Giving back has always been important to me and this is an opportunity for me to make a real difference in the lives of young people, and contribute to youth football on a national level. AYF continues to demonstrate their commitment to children and I’m just excited to partner with them,” stated Moss.

In keeping with his philanthropic efforts, Moss has founded *The Randy Moss Grabman Team Uniform Endowment Fund*, which has been established to raise money to subsidize the cost of uniforms for those teams, children, and families that couldn’t otherwise afford them.

Donations can be made at www.FootballFinancialAid.com.

Randy Moss remains committed to enabling young athletes to reach their highest potential and participate in a sport that can have a positive effect on their lives. AYF is grateful to Mr. Moss for his dedication, his generosity, and his desire to do whatever it takes to “help the kids...”

About American Youth Football:

American Youth Football is a 501(c)(3) non-profit corporation, and national youth partner of the NFL. AYF provides support services, scholarships, grants, “Giving Back” programs and tournaments to over 450,000 members. AYF is the only youth football program with members in all 50 states and several countries worldwide. Since its inception in 1996 American Youth Football has successfully donated over \$11.8 million dollars in cash and athletic product to its members.

For more information visit www.americanyouthfootball.com.

About Grabman by Randy Moss:

While Randy Moss continues to excel on the field and add to his stellar career in his first year as a New England Patriot, he now plans to excel in the fashion, active wear, and team uniform & equipment industries as well. The launch of his three new distinct clothing lines and brands, *The Grabman by Randy Moss*, *Deep Threat Equipment by Randy Moss*, and the *Randy Moss Collection* are sure to be a winning combination. Since Moss is known to push himself both on and off the field, his new lines are expected to deliver the same standard of excellence and be nothing short of extraordinary. The *Grabman by Randy Moss* is also now available in Patriot colors and is available for sale on our online store and at select retailers. **To learn more about these three hot new brands, please visit us at: www.RandyMossClothing.com or www.Grabman81.com.**

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