



EMMITT SMITH CELEBRITY INVITATIONAL RAISES MONEY FOR UNDERSERVED YOUTH

The third annual event reunited the 1992 Dallas Cowboys and raised \$500,000 for Pat & Emmitt Smith Charities

For the third consecutive year, the Emmitt Smith Celebrity Invitational joined celebrities, athletes and dignitaries from across North Texas to raise money for Pat & Emmitt Smith Charities. This year's event, which took place on May 11 and 12, also celebrated the 20th anniversary of the 1992 Dallas Cowboys Super Bowl Championship. More than \$500,000 was raised over the weekend through ticket sales, generous donations and activities, including a live auction, raffle prizes and poker tournament.

On Friday, May 11, 24 members of the 1992 Championship team, including Dallas Cowboys owner Jerry Jones, were honored at The Westin Stonebriar in Frisco. The Cowboys legends walked the red carpet, posed for a "20-years later" team picture and participated in roundtable discussions for the 450-person dinner audience. The event was emceed by the NFL Network's Rich Eisen. Brad Sham, voice of the Dallas Cowboys, hosted the roundtables. The red carpet entrance was broadcast live by FOX 4.

On Saturday, May 12, celebrities ranging from NFL Hall of Famers Barry Sanders and Marcus Allen to actor Dennis Haysbert took to the links for a round of golf at TPC Craig Ranch in McKinney.

The weekend's real winners, though, were 10 children who



MULTI-TALENTED: Former Dallas Mavericks All-Star Michael Finley showed great form in his golf shot as he helped lead his foursome to a top-three finish.

were selected for the inaugural class of the TEAM 22 program. TEAM 22 provides year-round curriculum for underserved students, accessing and funding opportunities such as summer camps, educational trips and leadership training.

EMMITT SMITH CELEBRITY INVITATIONAL RECAP, Cont.

"It was great to see everyone reunited, but the golf tournament is also our biggest fundraiser of the year, and we were able to raise substantial funds to help those in need," said Pat Smith, President of Pat & Emmitt Smith Charities. "This year was the kickoff for our TEAM 22 Program. We chose 10 deserving kids who are very smart and have a lot of drive and determination to be successful in life. I fell in love with them."

Said Emmitt Smith: "This weekend allows us to create unique scholarships and opportunities. It was great to have everyone back together for such a great cause because we all know this is about the kids."

Cowboys great Troy Aikman, who was MVP of Super Bowl XXVII, enjoyed the opportunity to see his former teammates.

"It's been great," said Aikman as he walked the red carpet on Friday night. "We've seen a lot of guys that we haven't seen in a long time. I think it's pretty special that some players have traveled great distances to be here tonight."

Other 1992 Dallas Cowboys on-hand for the event included: Bill Bates, Larry Brown, Tony Casillas, Dixon Edwards, Lin Elliott, Kenneth Gant, John Gesek, Charley Haley, Chad Hennings, Clayton Holmes, Michael Irvin, Jim Jeffcoat, Daryl Johnston, Robert Jones, Russell Maryland, Nate Newton, Jay Novacek, Alfredo Roberts, Jimmy Smith, Tony Tolbert, Erik Williams, Darren Woodson. Current Cowboys Head Coach Jason Garrett, a member of the practice squad in 1992, sat with the Jones family at the event's head table.

Event sponsors included: SoftLayer, Cigna, JE Dunn, Albertsons, Andrews Distributing, Dr. Richard A. Benavides, G Wear, Crest, Bethany Healthcare, TPC Craig Ranch, The Westin Stonebriar, American Airlines, DAPPER Magazine, 105.3 The Fan, FOX 4 and Modern Luxury Dallas. Anita and David Feherty served as the Honorary Chairs of the weekend while Dee Lincoln and John DiNardo were the Event Chairs.

VIEW PHOTOS



STARPOWER: (Above) Hall of Fame running backs (R-L) Marcus Allen, Eric Dickerson and Barry Sanders joined Scott Murray (far left) on stage during the Awards Ceremony on Saturday. (Right) Gene and Jerry Jones celebrated with the 1992 team.



GROUP SHOT: Pat and Emmitt introduce some of the 2012 Team 22 participants at the Friday night dinner at The Westin Stonebriar

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BROWN-FORMAN

PEDRO BERRUECO

Q How special was it to be a part of the 20th reunion of the 1992 Super Bowl Champion Dallas Cowboys?

For Brown-Forman, it has been a unique experience to showcase our super premium Herradura Tequila brand along with other Brown-Forman Brands such as Gentlemen Jack, Finlandia Vodka, Woodford Reserve Whiskey, Chambord, Chambord Vodka, Korbel Champagne and Sonoma Cutrer Wines in conjunction with the annual Emmitt Smith Celebrity Invitational. This year, in addition to the normal festivities, the reunion of the 1992 Super Bowl team has provided Brown-Forman with the opportunity to introduce our brands to a larger number of potential influencer/consumers, that itself is very valuable for the company and the brands that participated in this amazing event.

Q Your company is always looking to give back to the community, why was it important to be involved with the Emmitt Smith Celebrity Invitational?

Brown-Forman operates under a proactive Social Responsibility Program providing the company and employees with the opportunity to make a difference in the communities where we work and live. One of the ways of making a difference is supporting community programs created by people and/or associations that make a difference in our society. The Emmitt Smith Celebrity Invitational provides support for the community initiatives of Pat and Emmitt Smith Charities making a significant difference across the different social and ethnic groups in the DFW area. Brown-Forman and the Herradura Tequila brands are proud to have had the opportunity to support the Emmitt Smith Celebrity Invitational since its creation three years ago. All of us at Brown-Forman look forward to continuing this partnership for many years to come.