



THE
JACK BREWER
FOUNDATION

FOR IMMEDIATE RELEASE:

**JBF Worldwide Expands Global Initiatives with Historic Trip to China,
sponsored by Brewer Sports International**

JBF 1 World joins forces with NFL China, the U.S. Embassy and China World Peace Foundation to bring the first ever NFL delegation including Sidney Rice, Jack Brewer, Barrett Green and Ed Wang to Beijing

New York, NY, February 22, 2010 – The Jack Brewer Foundation (JBF Worldwide) is pleased to announce their latest global expansion initiative which is currently leading the first ever delegation of National Football League (NFL) players to China to promote American football. This is the second international field project since JBF 1 World's inception last September in support of its ongoing mission to "promote and facilitate cultures crossing unexpected boundaries to increase understanding, tolerance and acceptance." The JBF 1 World project, led by five-year NFL veteran and Founder/Chairman of JBF Worldwide, Jack Brewer is leading the delegation on this groundbreaking journey in collaboration with NFL China, China World Peace Foundation, the U.S. Embassy in Beijing, Eli Klein Fine Art and Brewer Sports International.

Mr. Brewer and the JBF 1 World group will travel to Beijing along with Minnesota Vikings Pro-Bowl wide receiver Sidney Rice and former NFL linebacker Barrett Green, both JBF Global Ambassadors. During their week overseas, they will participate in a series of outreach programs aimed to mobilize U.S. professional athletes behind global initiatives and sustainable social projects. Using sport as a tool for social change, this unique collaboration will focus on developing tailored philanthropic and humanitarian programs and provide opportunities to partner with governments, NGOs and civil society on several fronts.

While in Beijing, the JBF 1 World delegation has joined forces with NFL China and will participate in the NFL China-Under Armour Flag Football Clinic at the Beijing Shinjingshan Gymnasium on February 22. Hosted by Buffalo Bills rookie tackle Ed Wang, the first NFL player of full Chinese descent, the clinic will unite students from 15 universities in Beijing and provide them with the opportunity to participate in a skills training session and team scrimmage with all of the current and former NFL players. Later that evening, the Beijing community will have a chance to further engage with the athletes at a special meet and greet event hosted by the American Chamber of Commerce and Young Professionals Committee.

On February 23, the U.S. Embassy American Center for Educational Exchange (ACEE) in Beijing will host a screening of *Friday Night Lights* for Chinese university students to highlight the influential role of football in American society. Following the film, Mr. Brewer will address the students by sharing his personal experience followed by a Q&A session with Jack, Sidney and Barrett where students will have the unique opportunity to actively engage in conversation to further enhance mutual understanding. A Webinar will also be available where netizens and bloggers will be invited to share the insights from the players with their followers.

Following the U.S. Embassy program, the group will be welcomed by Dr. Li Yeuk Wang, president of the China World Peace Foundation (CWPF) in the prestigious Peace Garden. Dr. Li will host a dinner reception where the entire delegation including representatives from JBF, NFL China and the U.S. Embassy will gather with various Asian Ambassadors, government representatives and Chinese World Champions to discuss educational and awareness building programs using sport as a vehicle for sustainable peace. JBF and CWPF will also meet to discuss various ways that they continue to partner in effort to bridge the gap for diversity and peace.

"This visit is an extremely important forward step for American football, as it is the first time a group of NFL players travels to China to promote the sport. Equally as important, it is an instrumental step towards our goal of mobilizing U.S. professional athletes into various international initiatives in an effort to provide them with further knowledge and expertise as it pertains to global advocacy, cultural diversity, fan base activation and philanthropic endeavors," said Jack Brewer. "I know that many other professional athletes share my vision and are looking for opportunities to be active participants in social change. This is the first of many initiatives to expand our global network and provide tangible opportunities for our JBF Global Ambassador athletes to be involved in."

About the Jack Brewer Foundation

The Jack Brewer Foundation (JBF Worldwide) is a non-profit organization founded by five-year National Football League (NFL) veteran, Jack Brewer. JBF Worldwide is thoroughly dedicated to helping alleviate extreme poverty through its self-sustaining socioeconomic initiatives: Sports for Development, JBF/JBF Microfinance Program and Young Leaders Initiative. JBF Worldwide focuses on the empowerment of women and children living within impoverished and underdeveloped communities through the implementation of initiatives that enable food security; provide access to educational resources; foster local enterprise; and promote peace and development through sport. For more information about the Jack Brewer Foundation, please visit www.jbfworldwide.org.

About Brewer Sports International

Brewer Sports International (BSI) is the world's fastest growing multi-faceted sports lending, merchant banking and consulting firm with a focus on the business of sports and wellness. Based in New York, with offices in Miami and Minneapolis, BSI was founded by Jack Brewer, a five-year NFL veteran and former team captain on three NFL teams. Mr. Brewer has a wealth of diverse experience which is exemplified by his track record of success as a Wall Street asset manager. Mr. Brewer is a dynamic and innovative entrepreneur, a devoted philanthropist and the founder of the highly regarded nonprofit organization - JBF Worldwide. For more information, please visit www.brewersports.com.

About NFL China

NFL China made significant strides to bring the thrill and excitement of NFL football to Chinese sports fans. Among its many promotional initiatives this past season, NFL China successfully brought the just-concluded NFL Super Bowl XLV – the most watched TV program in American history – to Chinese viewers on both TV and online platforms. As a result of NFL China's diligence, over 21 million people in China watched the championship game between the Green Bay Packers and the Pittsburgh Steelers. The NFL players visit will surely give NFL and sports fans in China another reason to cheer. For more information, visit www.nflchina.com.

About China World Peace Foundation

Founded by Dr. Li Yeuk Wang, China World Peace Foundation (CWPF) is an international, non-governmental organization whose purpose is to set up a platform for the cultural and economic exchanges and cooperation between the governments and private sectors of all countries. CWPF insists on the purpose of “public diplomacy and the promotion of world peace and social harmony” and actively develops friendly exchanges with foreign countries. There are 178 pieces of stones with inscriptions of foreign Ambassadors to China and leaders of international organizations in its Peace Garden--- the big Beijing international saloon. Peace Garden has become one of the premier spots to visit in China for foreign Heads of State and government delegations. For more information, visit <http://www.cwpf.org.cn/eng/>.

About the American Center for Educational Exchange

A Culture and Education program of the United States of America Embassy in Beijing, the American Center for Educational Exchange (ACEE) is the locus of resources, activities and offices which coordinate and support educational exchanges between China and the United States, the study of the United States and English teaching. For more information on ACEE and their many programs and activities, visit <http://beijing.usembassy-china.org.cn/acee2.html>.

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