

CONTACT: KEN REINSTEIN, BLUE 22 PR  
TELEPHONE: 480-634-4188  
CELL: 480-510-9762  
E-MAIL: [KEN@BLUE22PR.COM](mailto:KEN@BLUE22PR.COM)



**FOR IMMEDIATE RELEASE**

## **PHOTO/INTERVIEW OPPORTUNITY**

### **SUPER BOWL CHAMPION SETH JOYNER HOSTS MEDIA OPPORTUNITY**

### **DISCUSSING PAR & POKER CELEBRITY CHALLENGE FOR CHARITY EVENT**

**BENEFITTING GREATER PHOENIX URBAN LEAGUE, PHOENIX REGIONAL SPORTS COMMISSION, YAVAPAI INDIAN FOUNDATION**

- What:** News Conference, photo and interview opportunity to announce the Par & Poker Celebrity Challenge for Charity featuring an unmatched line-up of celebrities from professional football, basketball, baseball and golf, as well as Hollywood.
- Who:** National Football League Veteran and Super Bowl Champion Seth Joyner and Professional Golfer Andy Walker
- When:** Monday, January 28, 2008 at noon. Light lunch served.
- Where:** Alice Cooper'sTown at 101 E. Jackson Street, Phoenix, immediately south of US Airways Center.

#### **Par & Poker**

**Overview:** Joyner is hosting an 18-hole golf tournament where fans have the opportunity watch celebrities in a relaxed, interactive environment not often seen at other tournaments. After golf, the event switches to the casino for a "No Limit Texas Hold'em" Poker tournament, destined to be the largest celebrity event of its kind in Arizona history, and one of the few events during super Bowl approved by the Arizona Department of Gaming. The free public event benefits the following non-profit organizations The Greater Phoenix Urban League, Phoenix Regional Sports Commission and the Yavapai Indian Foundation.

Confirmed celebrities attending the tournament include: Lawrence Taylor, Marcus Allen, Emmitt Smith, Marshall Faulk, Jim McMahon, Roy Green, Ozzie Smith, Chili Davis, Brandon Webb, Ed Moses, Eric Dickerson, Julius 'Dr. J.' Erving, Jason Gore, Clyde Drexler, Brett Saberhagen, Rick Barry, Vince Coleman, Charlie Hoffman, Bob Lanier and Joe Carter.

**Contact:** For information about the press conference or to arrange an interview with Joyner and other celebrities, call Ken Reinstein at 480-634-4188 or 480-510-9762 (cell).

For more information about Par & Poker, visit [www.parandpoker.com](http://www.parandpoker.com) or call 602-361-0531.