



## NEWS RELEASE

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### **CAROLINA PANTHER MICHAEL OHER HELPS KIDS BEAT THE ODDS THIS SEASON**

*Fans can pledge to donate toward every Panthers win this season to raise money and awareness for Michael Oher's Beat the Odds Foundation.*

**Denver, CO (September 8, 2016)** – Throughout the entire season, Michael Oher, with the help of the defending NFC Champion Carolina Panthers, will be taking the field to help provide hope and improve the standard living and quality of life for all the children fighting to survive in the invisible cracks of our society.

Fans can join Michael's PLEDGE IT campaign and donate for every Panthers win this season by visiting: <https://pledgeit.org/michaeloher>.

Michael's story of going from homeless to the NFL has been well documented and celebrated through the book and movie *The Blind Side*, and he wants to continue to use his platform to provide a message and opportunities for hope.

"Though the odds were heavily stacked against me, I had a burning desire deep down to break out of the inner-city and into a world of opportunity," Michael said. "My passion as a professional football player would not be if I were not able to conquer the obstacles that hardened my childhood. The cycle of poverty, addiction, and hopelessness has impacted our communities for too long. I have built my foundation with the mission of serving those suffering from impoverished conditions and facing life hardships, and now it's our job to help them defeat and win their battles."

"I am here to tell you that no one is valueless. I have established Beat the Odds to share the message that hope, love and opportunity can change a life. That is why this season I'm working to make our wins count by asking fans to join me and make a pledge to support my Beat the Odds campaign."

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PLEDGE IT is an online fundraising platform that empowers teams and athletes at any level for all sports to raise money based on their athletic performance. Fans can pledge any dollar amount for every touchdown, run, or point scored to benefit their team or favorite cause. PLEDGE IT has been featured on ESPN, Ellen DeGeneres Show, USA TODAY, Sports Illustrated, Fox Sports, and MSNBC. For more information about PLEDGE IT, visit [www.pledgeit.org](http://www.pledgeit.org).

