



**the bus stops here foundation presents
the jerome bettis caring for kids all-star event**

P.O. Box 11346 Pittsburgh, PA 15238 412.913.5957



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Lisa Clark, ad1pr@ad1partners.com
Ad 1 Partners, Inc., 412 322 5535

'THE BUS' STOPS IN PITTSBURGH TO RAISE MONEY FOR CHILDREN
Batch To Receive First Jerome Bettis Award For Humanity And Community Service

PITTSBURGH, Pa. — Pittsburgh Steelers quarterback Charlie Batch has been selected as the inaugural recipient of the Jerome Bettis Award for Humanity and Community Service.

The award presentation will be the highlight of the Jerome Bettis Caring For Kids All-Star Event on Friday, Sept. 8, in the Coca-Cola Great Hall at Heinz Field. The star-studded event will feature a live and silent auction ranging from spa packages to sports memorabilia, cocktails, dinner, dancing and a celebrity VIP/sponsor reception taking place on Heinz field. All proceeds from the event will benefit Pittsburgh programs for The Jerome Bettis Bus Stops Here Foundation.

The Jerome Bettis Caring For Kids All-Star Event benefits The Jerome Bettis Bus Stops Here Foundation (thebus36.com), which seeks to improve the overall quality of life for troubled and underprivileged children by offering opportunities to help them succeed. The Foundation's initiatives include the "Cyber Bus" Computer Engineering Program that exposes middle and high school youth to technology, as well as scholarships, football camps and neighborhood programs that promote individual success with a strong moral foundation.

"So many youths have little support and direction to foster self-esteem and self-worth. By not providing the recreational and educational support and outlets that they need to become productive, successful and honorable members in society, we are all at a loss," says Mr. Bettis, who led the Pittsburgh Steelers to victory in Super Bowl XL before retiring from professional football in 2006. The Jerome Bettis Caring For Kids All-Star Event follows his debut as an NBC sportscaster during the Steelers' 2006 home opener on Thursday, Sept. 7.

— MORE —

Honorary Committee

Ty Ballou
Charles Betters
Todd Brice
Dr. Alfonso A. Costa
Dr. Frank J. Costa
Jahmal Dokes
Congressman Michael Doyle
Charles M. Greenberg, Esq.
David Krieger
Mayor Bob O'Connor
Chief Executive Dan Onorato
Mark Roosevelt, Esq.
Charles Sanders



Page 2/JEROME BETTIS

Mr. Batch founded the Best of the Batch Foundation (bestofthebatch.org) based in his hometown of Homestead, Pa. The Foundation provides low-income, under-privileged youth and their families with the purpose, desire and resources to succeed.

“By developing after-school programs, scholarships for students, restoring playgrounds, and offering sports and leisure activities, we show our commitment to the success of all our youth and their families. The encouragement and involvement of the community stimulates that success,” Mr. Batch says.

Members of the event’s Honorary Committee are: Ty Ballou, Charles Betters, Todd Brice, Dr. Alphonso A. Costa, Dr. Frank J. Costa, Jahmal Dokes, Congressman Michael Doyle, Charles M. Greenberg, Esq., David Krieger, Mayor Bob O’Connor, Chief Executive Dan Onorato, Mark Roosevelt, Esq., and Charles Sanders.

The evening begins with a reception and auction preview at 6:30 p.m., and dinner and dancing at 7:30 p.m. Entertainment will be provided by the Nick Dialoiso Orchestra and local children’s groups. Tickets are \$200 per person or \$2,000 for tables of 10. For an invitation or more information, contact savethedate_pgh@yahoo.com.

###