



## Jerome McDougle Football Clinic

Giving back to the local community was important for Philadelphia Eagles player Jerome McDougle, a South Florida native who played for the University of Miami. After being the victim of a carjacking and shooting in 2005, Jerome felt the need to teach South Florida's youth about the importance of staying away from any criminal activity.

With the help of Primetime PR and Marketing, Jerome teamed up with the Miami Beach and Miami Police Athletic League (PAL) to host a football camp for 500 local boys and girls. Prior to the clinic, we hosted a press conference in which Jerome announced to his NFL friends and the local community that he was holding a clinic to raise funds to help support PAL and their programming needs. All the local television stations attended which led to great media coverage and sponsorship opportunities for Jerome. The clinic was a success; the kids got to play football with some of the league's stars and Jerome raised money for a great cause.



All the local television stations attended the press conference in which Jerome announced his plans for hosting a youth football clinic.