



## Michael Irvin and The PlayMaker Charities and Foundation

Michael "The Playmaker" Irvin turned to Primetime PR and Marketing to plan his Foundation's charity weekend at The Hard Rock Hotel & Casino. Recently elected into the Pro Football Hall of Fame, Michael was looking to host some of the biggest stars in sports and entertainment and raise funds for underprivileged youth in South Florida. A celebrity charity poker tournament, youth clinic, flag football tournament, celebrity flag football game, and a party with live entertainment and a fashion show featuring Michael Irvin's clothing line were part of the weekend lineup.

Both the community and media were very supportive of Michael's efforts. Business leaders, local corporations, Dallas Cowboy fans, and University of Miami fans and alumni came out to support this great cause. The youth clinic and football tournament was such a success that The Hard Rock plans on teaming up with PlayMaker Charities and Foundations to make this an annual event.

