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CHRIS LONG'S "PLEDGE 10 FOR TOMORROW" CAMPAIGN RAISES \$1.75 MILLION FOR EDUCATION

Fans, NFL players, and influencers joined Long in making the communal initiative to support educational equity a success

PHILADELPHIA, PA – The end of the 2017 regular season marked the conclusion of Philadelphia Eagles defensive end Chris Long's **Pledge 10 for Tomorrow** campaign. A campaign that was launched in conjunction with Long donating all of his 2017 game checks to charity. The Chris Long Foundation announced today the campaign raised over \$1.75 million for organizations dedicated to promoting educational equity and opportunity in the three cities where Long has played; St. Louis, Boston and Philadelphia.

The **Pledge 10 for Tomorrow** (#Pledge10) campaign was launched in hopes of inspiring others to be a part of the change outlined in Long's mission of spreading educational equity. This goal was reached with fans accounting for \$1.3 million of the funds raised. The effort also inspired others with platforms to get involved including media personalities such as Scott Van Pelt and Ryen Russillo, and was supported by NFL players Andrew Whitworth, Malcolm Jenkins and Arik Armstead.

"Every game this year I took the field with a little extra motivation," said Long. "I knew that in doing what I love on Sundays, I was able to enhance my platform and do more good. When I started Pledge 10, I was optimistic that I wouldn't do this alone and my investment would be matched by fan support. To see fans exceed my initial hopes and reach over \$1 million is inspiring. And most importantly it reaffirms for the students we are supporting that people care and want to see them succeed."

The money that was contributed by fans and the \$450,000 committed to #Pledge10 by Long results in an overall impact of \$1.75 million to educational equity and opportunity. These funds will support the four organizations that Long selected at the beginning of the campaign; Summer Search Boston, Summer Search Philadelphia, The Little Bit Foundation (St. Louis) and College Bound (St. Louis). All four organizations have the focus of leveling the playing field for underserved youth through education by providing dedicated resources, mentorship and exposure.

Long pledged his last 10 game checks of the regular season to the campaign and asked fans to join him by either pledging per game with him or simply giving \$10 through the online perform-based fundraising platform Pledgeit.org. Long's 10 game check donation is in addition to the six game checks he previously donated to fund scholarships in his hometown of Charlottesville, VA.



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Additionally, the foundation announced the regional winner of the #Pledge10 competition which was put forth by Long to bring some fun and motivation into the campaign. Long committed \$100,000 to each of the four organizations but put the final \$50,000 on the line for the city that received the most individual pledges. St. Louis received the most pledges and will receive the prize money. The funds will be evenly split between The Little Bit Foundation and College Bound.

“The effect of working together for a common goal is why I played my 10th season in the NFL for free and challenged fans to get involved,” stated Long. “This is the power of sports in action, and I thank everyone who joined Pledge 10. I hope it won’t stop here, but that more people will become inspired to commit energy and resources to our educational system. It will be the number of people invested in this cause that will be the difference maker for a quality education for every student in America.”

Long’s efforts and decision to donate his salary was recently recognized by President Barack Obama as one of the things that is good about America in Obama’s 2017 summary of stories of people that made a difference.

For those that wish to join the cause and/or learn more about the **Pledge 10 for Tomorrow** campaign and its beneficiaries, please visit www.pledgeit.org/Pledge10. While fans can no longer pledge money per game and the contest period has ended, fans can still make one-time donations to support the effort.

Pledge 10 for Tomorrow Organizations:

Boston and Philadelphia: Summer Search

The mission of Summer Search is to help students from low-income backgrounds transform what they believe is possible for themselves and strengthen the skills they need to become college-educated leaders who give back to their families and communities. It's not about charity. It's about equity. Through a combination of mentoring, experiential learning opportunities, and start to finish college support, Summer Search gives young people the opportunity to strengthen the skills they need to succeed in school and in life. And in doing so, they soar.

Boston: <https://www.summersearch.org/boston>

Philadelphia: <https://www.summersearch.org/philadelphia>

St. Louis: College Bound

College Bound (<http://collegeboundstl.org>) is a St. Louis-grown nonprofit recognized as one of the best college access-and-success organizations, nationwide. Through an individualized, holistic, and multi-year commitment, College Bound empowers promising students from economically disadvantaged backgrounds to achieve bachelor’s degrees and fulfilling careers. Why? Because one college degree can end the cycle of poverty in a family forever. Today, College Bound students graduate at five times the rate of their peers.

St. Louis: The Little Bit Foundation

Founded in 2001, The Little Bit Foundation (www.thelittlebitfoundation.org) is a leader in breaking down barriers to learning for under-resourced children in the St. Louis area by providing for their basic needs. The organization currently serves 9,000 students in 31 partner schools. In every school, Little Bit serves as the



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convener of programs and services that address the needs of the whole child – physical, mental and emotional – and works one-on-one with each child to support his or her health and wellness, classroom readiness and self-esteem. The results are positive personal and academic growth in students impacted by poverty, with the goal of seeing each of them graduate and go on to fulfill their dreams.

About The Chris Long Foundation

The mission of The Chris Long Foundation is to support bright futures for communities and the individuals that make up those communities. We believe borders do not limit caring about our fellow neighbors. We engage in both international and domestic programs focused around clean water, military appreciation, homelessness and youth. Our programs strive to generate impactful results by creating opportunities and providing resources, financial support and meaningful experiences to those we serve. Visit www.chrislongfoundation.org to find out more about the foundation's work.