FOR IMMEDIATE RELEASE

Kids Compete in Starr Children’s Fund Punt Pass Kick Competition
Event Proceeds Support Pediatric Cancer Research and Care

MILWAUKEE (August 8, 2018) - It’s kids helping kids as boys and girls, ages 6-13 years old, can sign up now to participate in the ultimate football challenge to benefit kids diagnosed with cancer.

The Vince Lombardi Cancer Foundation (VLCF) hosts the inaugural Starr Children’s Fund Punt Pass Kick Competition, presented by Cousins Subs®, from 9 a.m. to 1 p.m. on Sunday, August 26. Registration is now open at www.lombardifoundation.com/puntpasskick.

The competition will challenge boys and girls in their individual age groups (ages 6-7; 8-9; 10-11 and 12-13) to punt, pass and kick a football as far as possible. The top performers in each age category will have the opportunity to win autographed items, Cousins Subs® gift cards and other prizes.

The competition will take place at the following locations.

**Milwaukee Location:** Raabe Stadium - Wisconsin Lutheran College Athletics Field | 1401 N Swan Blvd, Wauwatosa, WI 53226

**Fox Valley Location:** Rocket Stadium - Neenah High School | 1275 Tullar Road, Neenah, WI 54956

**Madison Location:** Ashley Field | 152 Kroncke Drive, Sun Prairie, WI 53590

“Cousins Subs has been a long-time supporter of the Vince Lombardi Cancer Foundation to benefit cancer research and compassionate care with donations to the foundation totaling more than $150,000 since 2015,” said Justin McCoy, VLCF committee chair and vice president of marketing at Cousins Subs®. “We’re excited that this new event gets children involved in helping other kids. As part of our commitment to pediatric cancer research and care, we will match event proceeds with an additional minimum donation of $25,000.”
Registration is $20 per participant before midnight on August 12 and $25 starting August 13. It includes entry into the competition, a T-shirt and a photo with a former Green Bay or Wisconsin football player.

Proceeds raised at the event and from team and individual fundraisers will support pediatric cancer research and care. Individual participants can help raise additional funds for pediatric research and care by creating a fundraiser online or having friends and family sign a pledge card that is provided online.

School or club teams are also encouraged to create a fundraiser upon registering for the competition and invite players to join once registered. VLCF will donate 15% of the money the team raises back to the team. Only teams can receive this donation, not individual fundraisers. A check will be sent to the team after the competition, once donations have been collected.

**About the Vince Lombardi Cancer Foundation**
Established in 1971, the foundation embodies the spirit, enthusiasm and commitment to excellence of Green Bay Packers Coach Vince Lombardi, who lost his own battle to colon cancer on September 3, 1970. In his honor, the foundation is committed to raising funds for advancements in cancer research and compassionate care. Cologuard of Exact Sciences, the official screening partner of VLCF, aligns with the foundation’s dedication to funding critical areas of research and furthering its mission. For more information about the foundation or to donate, sponsor an event or to buy tickets to an event, visit: lombardifoundation.org.

**About Starr Children’s Fund**
In 2017, Bart & Cherry Starr introduced the Starr Children's Fund, which is dedicated to raising funds to support pediatric cancer research and treatments. Their vision is clear – to see children cancer free so that everyone’s future benefits.

**About Cousins Subs**
Wisconsin-based Cousins Subs®, a family-owned, fast casual sub shop established in 1972 by Bill Specht and his cousin, is driven by the mission to *Believe in Better* – both in the quality of food it serves and in the communities it supports. Cousins Subs and its franchisees operate more than 100 sub sandwich shops throughout Wisconsin and Arizona, providing guests with quality deli fresh and made to order grilled subs using only the freshest ingredients on its signature bread baked daily. For more information, visit cousinssubs.com. You can also find Cousins Subs on Facebook, Twitter and Instagram.