Media Contact:
Audra Jacobs, Sr. Director of Marketing & PR, Capture Sports Marketing for VLCF
(414) 915-1085
audra@capturesportsmarketing.com

For Immediate Release

Helmets Signed By All 32 NFL Quarterbacks Will Be Auctioned To Honor
Bart Starr and Raise Funds During Pediatric Cancer Awareness Month
Helmets for Heroes campaign auction will run on eBay for Charity Sept. 22 to 29
and support the Starr Children’s Fund

MILWAUKEE – Legendary quarterback Bart Starr and his wife, Cherry, started the Starr Children’s Fund in collaboration with the Vince Lombardi Cancer Foundation (VLCF) in 2017. The new Helmets for Heroes fundraising campaign will honor the late Bart Starr and take place during Pediatric Cancer Awareness Month this September.

All 32 National Football League quarterbacks and several legends signed helmets that will be available on eBay’s charity platform. The online auction starts at 3:00 p.m. Central Time on Sunday, Sept. 22 and ends 3:00 p.m. Central Time, Sunday, Sept. 29. Visit starrchildrensfund.org to learn how to bid.

Bart will always be a hero known for his legendary plays, though his real heroism was his dedication to putting others first. Proceeds will benefit the Starr Children’s Fund to support caregivers who are heroes for putting their pediatric cancer patients first.

“In honor of Bart’s annual ‘kick-off’ notes to quarterbacks, I wrote a letter to every starting quarterback in the league asking for their assistance in our Helmets for Heroes campaign,” said Bart’s widow Cherry. “We had an overwhelming response and are so pleased to announce that we have 100 percent participation. Bart and my hope was to see our country’s precious children and their families receive child specific medical treatments and care. We are immensely grateful for the league’s contribution as well as everyone who considers bidding online for an autographed helmet.”

Bart and Cherry supported VLCF for 44 years, starting as Honorary Chairpersons of the first annual Vince Lombardi Memorial Golf Classic.

-More-
“We’re thankful to the Starr family for partnering with the foundation to help us prevent cancer, care for those battling it and, ultimately, find a cure,” said Paul Soltwedel, past president of VLCF. “By working with our foundation, they learned that youth are overlooked by fundraising efforts and wanted to help children get care designed for them and support caregivers.”

For more information about the Helmets for Heroes campaign on eBay for Charity, Starr Children’s Fund and the Vince Lombardi Cancer Foundation, visit starrchildrensfund.org.

About Starr Children’s Fund
Bart Starr’s legacy on the football field was matched by his charitable legacy. After Vince Lombardi passed away from colon cancer in 1970, Bart and Cherry Starr graciously accepted the role of Honorary Chairpersons of the first annual Vince Lombardi Memorial Golf Classic and served the foundation for 44 years. They contributed to raising more than $16 million to help fight cancer. In 2017, they introduced the Starr Children’s Fund, which is dedicated to raising funds to support pediatric cancer research and treatment.

About the Vince Lombardi Cancer Foundation
The Vince Lombardi Cancer Foundation was established in 1971, in memory of five-time National Football League Championship Green Bay Packers Coach, Vince Lombardi. His spirit, enthusiasm and commitment to excellence touched countless lives, and on September 3, 1970, he lost a battle to colon cancer, dying at only 57. In his honor, the foundation is dedicated to preventing cancer, caring for those who are battling it and finding a cure. For more information on the Vince Lombardi Cancer Foundation, visit lombardifoundation.org and follow the foundation on Instagram, Facebook and Twitter.

About eBay for Charity
The Vince Lombardi Cancer Foundation and Starr Children’s fund have partnered with eBay for Charity for the helmet auction. eBay for Charity is a platform that enables members of the eBay community to connect with and support their favorite charities when they buy or sell in the U.S. and abroad. Sellers can donate up to 100 percent of the proceeds to a charity of their choice, while buyers can add a donation to their purchase during checkout. To date, nearly $912 million dollars have been raised for charity by the eBay community. Visit eBay’s For Sellers, For Nonprofits and My Causes pages to learn more about how you can work with eBay to support a good cause.

###