Russell Wilson Selected to Receive Vince Lombardi Cancer Foundation Award of Excellence

30th annual Award of Excellence Event on March 7, 2020, in Milwaukee will recognize Wilson for his activism and leadership efforts to support cancer treatments and research

(Milwaukee) – Seattle Seahawks quarterback and Super Bowl Champion Russell Wilson will be honored on March 7, 2020, by the Vince Lombardi Cancer Foundation (VLCF) during the 30th annual Award of Excellence event at The Pfister Hotel in Milwaukee. Wilson will be recognized for his efforts to support people impacted by cancer, including helping fund immunotherapy research and treatments for pediatric cancer patients.

The Award of Excellence recognizes individuals who capture the spirit of commitment and pursuit of excellence, standards which define the legendary Coach Lombardi and the Vince Lombardi Cancer Foundation, and who have the same desire as the foundation to prevent cancer, care for those battling it and find a cure.

Tickets for the event are available at lombardifoundation.org.

Wilson played football for the University of Wisconsin-Madison during the 2011 season, in which he led the team to a Big Ten title and the 2012 Rose Bowl appearance. He was selected by the Seattle Seahawks during the 2012 NFL draft and named starting quarterback. Since Russell was drafted, he makes weekly visits during the season to Seattle Children’s Hospital where he engages, uplifts and inspires patients and their families. Over the last five years, Wilson’s Why Not You Foundation, in partnership with sponsors, has raised over $8M for the Strong Against Cancer fundraising initiative. He serves as the initiative’s team captain, with the ultimate goal to cure pediatric cancer with immunotherapy treatment.

“My dad made sure I understood the importance of helping others,” said Wilson. “I’m grateful to be in a position that allows me to give back in a meaningful way, and I’m honored to be selected by the Vince Lombardi Cancer Foundation for this honor. Individual efforts are important, but when we all come together, true impact is made.”

Wilson will be joining an impressive list of 29 previous honorees who exemplify the standards of Coach Lombardi, including Bart Starr, Hank Aaron and Jim Kelly. Read about all past winners in the Award of Excellence Hall of Fame.

“Russell Wilson stood out for his steadfast activism and leadership, on and off the field,” said VLCF Award of Excellence committee chair Peggy Williams-Smith. “Wilson’s passion for his
community and improving awareness of the needs of those impacted by pediatric cancer established him as this year’s deserving recipient."

The evening will include dinner, a silent auction, raffle and a Q&A with Wilson. Proceeds will benefit the Starr Children’s Fund, which was established in 2017 in collaboration with VLCF. It is dedicated to raising funds to support pediatric cancer research and treatments.

Individual and table tickets for this inspiring event are available at lombardifoundation.org. To learn more about sponsoring the event, email sponsor@capturesportsmarketing.com. Select sponsorship packages will include the opportunity for a photo with Wilson.

About Starr Children’s Fund
After Vince Lombardi passed away from colon cancer in 1970, former Green Bay Packers quarterback Bart Starr and his wife Cherry graciously accepted the role of Honorary Chairpersons of the first annual Vince Lombardi Memorial Golf Classic and served the Vince Lombardi Cancer Foundation (VLCF) for 44 years. They contributed to raising more than $16 million to help fight cancer. In 2017, they introduced the Starr Children’s Fund, in collaboration with VLCF, 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. 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 Russell Wilson and the Why Not You Foundation
Russell Wilson is the quarterback of the Seattle Seahawks and founded the Why Not You Foundation in 2014. Wilson and his wife, Ciara, co-chair the foundation, which strives to inspire kids to approach life with a “why not you” attitude by encouraging them to embrace opportunities, overcome obstacles and make a positive impact within themselves, their family, their community and the world. In addition to the long-standing commitment to finding a cure for pediatric cancer, the Why Not You Foundation supports programs and partner organizations that specifically focus on poverty, education, health and wellness, and empowering girls and young women. For more information visit www.whynotyoufdn.org.

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