



Denver Broncos Alumni Association
P.O. Box 8839
Denver CO 80204

For Immediate Release

Contact: Le-Lo Lang (303) 909-4684
LoLang21@yahoo.com

**Denver Broncos Alumni “Cleats for Kids” Benefits with 1,000 Cleats
at 10th Anniversary Charities’ Golf Tournament**

(Denver, CO) June 27, 2016 – The Denver Broncos Alumni celebrated the 10th Anniversary Denver Broncos Alumni Charities Golf Tournament and Gala at the Omni Interlocken Resort in Broomfield with a packed event of 50 foursomes, each golfing with a celebrity player, and title co-sponsors Swire Coca-Cola and 7-Eleven hosting big tailgate stations on each of the nines.

“We surpassed last year’s event with a sold out tournament and even more sponsors supporting our beneficiary this year,” said Odell Barry, President of the Alumni Charities and chair of the tournament. “We had the most Ring of Fame members come out this year and with all the support from our alumni and local celebrities, we raised more money for our charities and the tournament beneficiary, Cleats for Kids.”

The beneficiary, Cleats for Kids program, was started by the Denver Broncos Alumni Association in 2015. It’s a partnership with local nonprofits to provide an opportunity for underprivileged children to experience life lessons that football has to offer.

“The alumni association is again partnering with the Denver Police Activities League (PAL), and this year we’ve committed to donate 1,000 cleats for kids in their football program,” said Le-Lo Lang, President of the Denver Broncos Alumni Association.

“We successfully worked with their program last year and worked with Nike again this year to help us supply the cleats. So, the alumni are raising money to buy the cleats, and Nike is discounting them so we can purchase 1,000 pairs of cleats for kids in the Denver P.A.L. system. We’re really looking forward to seeing the kids again this year and provide even more kids with cleats to play the sport we love,” Lang said.

This year’s tournament continued to surpass prior years in the support from a wide variety of sponsors, including broadcast sponsor iHeartMedia, with stations Denver Sports 760, KOA News Radio 850 AM and 94.1 FM, and 103.5 The Fox, which provided coverage on the annual golf tournament and the Cleats for Kids program. Alum Jeb Putzier, among others, had an opportunity to highlight the excitement of the gala and tournament, and promoted Cleats for Kids in live radio interviews.

“Given the tremendous support from our title sponsors, Swire Coca-Cola and 7-Eleven, and our gala sponsor, Premier Stem Cell Institute, we’ve been blessed for ten years to serve our most valuable commodity, kids in the communities,” said Barry, President of the Denver Broncos Alumni Charities.

The tournament had a diverse base of supporters, which included beer sponsor MillerCoors, wine sponsor InVINTions Winery, Mystic Mountain Distillery, and Outlaw Whiskey, with long time partners from Montana including Tiny's Tavern and Vemco; and Muggerud Oilfield Services of North Dakota.

"Our golf committee worked hard to make this the best tournament yet," said Barry. "And sponsors such as Allied Recycled Aggregates, Pacific Dental – Smile Generation, and Dodge Sign company are a few of the companies that really stepped up to help us in our fundraising efforts."

Other sponsors of the event included: Stevinson Lexus of Lakewood which provided three Lexus cars for the hole-in-one contests along with their sponsorship; CenturyLink; Empower Retirement, United, Stryker, PetroShare, Golf Squid, Auto Trek, Ramos Law, and Special Time Limousine services.

"Our goal was to continue building an event that everyone enjoys and that raises money for a great cause and builds awareness about kids in our community that need help," said alum Ron Egloff. "We have alumni come together from across the country every year and this was the best turnout yet. We get together and it's like a reunion – we have a great time for a great cause."

"This event brings together literally generations of former Denver Broncos, from the sixties to more recent players," said Broncos Ring of Famer Billy Thompson. "It's a great time to catch up with each other and meet sponsors and fans from the community who support our work to help kids. This is an event that brings out the best in all of us and I'm proud to be a part of it."

"To everyone that participated in the event, the Denver Broncos Alumni say thank you," said Le-Lo Lang. "Our success is because of the involvement of all of us to make a difference in the lives of at risk kids. It's real teamwork in action."

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The mission of the Denver Broncos Alumni Association (DBAA) is to uphold the highest standards of professionalism, integrity, and honor. Members commit to enhance their communities through active service and devotion. They also pledge to support the Denver Broncos Football Club in its community outreach programs and present themselves as positive role models and mentors.