

American Athlete Foundation Announces Miami as host city for Inaugural 2018 AAF College All-Star Bowl Football game

The AAF announces its first College All-Star Bowl game with proceeds going to athlete advocacy, safety and treatment initiatives

NEW YORK, NEW YORK, US, September 1, 2017 /EINPresswire.com/ -- [The American Athlete Foundation](#) Inc. (AAF) announces that its [College All-Star Bowl](#) Football game is slated for January 15, 2018 in Miami, FL at Florida International University (FIU), with proceeds going to fund athlete advocacy, safety and treatment initiatives.

The mission of the AAF, a 501c 3 nonprofit organization, based in Boca Raton, FL, is to minimize the physical and psychological exposure and impact of concussions and traumatic brain injuries in youth, adolescent and adult athletes through improved treatments, research and educational outreach.

The AAF was founded in 2016 by Mike Cline, a former NFL player and father of two sons currently playing football at the high school and college level. He serves as the organization's

CEO. "We established the Foundation to advocate for safety changes and improvements on behalf of the American Athlete and brain injury sufferers across our nation." stated Cline. "We serve as a central resource to support parents and athletes as they progress from youth leagues and high school, to college and through early adulthood. We're creating outreach and educational programs to

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provide the guidance and advocacy needed to make sports participation safer through better rules, coaching, equipment and treatment programs. Our goal is to create awareness about these issues and help these young athletes stay healthy and thrive – both now and in the future. These kids deserve our protection and support.”

The College All-Star Bowl (CAB) will feature top college seniors, junior and sophomore NFL draft prospects. "It is very much a national event, that will showcase South Florida. We have developed a week-long experience, beginning with expo's and forums, charity fundraising events and the athletic



combine and practice sessions taking place in and around Boca Raton, FL.” states Cline. “Then we travel down to Miami, FL for the big game.” The event is forecasted to generate \$4 million in revenue and create a local economic impact of over \$25 million during the week of the game. All proceeds will be used to fund the research and outreach programs sponsored by the AAF.

“When Mike first told me about this I was instantly on board,” states Hilarie Viener, Founder, [Viener&Partners](#). (Viener&Partners will direct brand partnerships, sponsorships and communications for the organization under its Brand&Culture division, a platform geared specifically for the needs of not-for-profits and cultural institutions to strategically align them with brands that share a philanthropic mission.) “We are very excited to be part of this at the ground level and help support the tremendous efforts of this organization. Our goal is to generate greater awareness about these issues and help initiate funding for advocacy, and the resources needed, to support these athletes that give us so much.”

The AAF College Bowl Game will be produced and distributed by ROSS Video Communications.

About the American Athlete Foundation

The American Athlete Foundation is a 501(c)(3) non-profit organization founded to educate, protect and advocate on behalf of the American Athlete before, during and after their time participating in organized athletics. The Foundation sponsors safety, education, concussion treatment protocols and medical research programs. Its National American Athlete Association (NAAA) provides outreach and support for athletes and its College All-Star Bowl game (CAB) generates program awareness and funding.

American Athlete Foundation

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