

# NFL Alumni Health Unites National Health Partners During Enshrinement Week to Champion Health, Longevity and Prevention

*Weeklong Initiatives Connect Former Players, Families, and Communities With Trusted Health Resources, Education, and Preventive Care.*

CANTON, OH, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- As

Enshrinement Week shines a national spotlight on Canton and the kickoff of another football season, [NFL Alumni Health](#) (NFLAH), a subsidiary of

the National Football League Alumni Association, will welcome fans, partners, and the community through a week of impactful

wellness initiatives, educational programming, and community activations designed to advance healthier lives.

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*Brad Edwards CEO of the NFL Alumni Health*

Earlier this year during the NFL Draft in Pittsburgh, NFL Alumni Health introduced Health Lives Here, a first-of-its-kind initiative designed to serve as the front door to health optimization. Through this collaboration, former players, their families, and local communities gain access to trusted health education, expert guidance, and innovative tools that empower individuals to take proactive control of their health.

Following its successful debut, the initiative will expand

throughout the Southeast this fall before launching nationally through participating pharmacies during the 2026 football season.

NFL Alumni Health is also proud to welcome back longtime partner, the U.S. Drug Enforcement Administration (DEA), which will once again leverage one of football's biggest stages to amplify the One Pill Can Kill campaign and further the shared mission of creating a Fentanyl-Free

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America through education and prevention.

These collaborative initiatives reinforce NFL Alumni Health's mission—Caring for Our Own, Caring for Our Community, and Caring for Our Kids—while showcasing the organization's commitment to improving health outcomes through trusted partnerships, education, and prevention. NFL Alumni Health is the health and wellness subsidiary of the NFL Alumni Association.

Throughout Enshrinement Week, NFL Alumni Health will combine grassroots community engagement with national media outreach. Programming includes efforts to combat food insecurity alongside valued partner Convoy of Hope, health education initiatives, and a signature FREE community event that combines the organization's annual Health & Wellness Symposium with its inaugural Celebrity Pickleball Exhibition. The event is designed to inspire healthier lifestyles across generations while bringing together former NFL players, healthcare innovators, public health leaders, and prevention experts.

"As NFL Alumni and community leaders, we have a responsibility to use this moment to create lasting impact," said Brad Edwards, Chief Executive Officer of the NFL Alumni Association. "By bringing together trusted partners and proven initiatives, we're helping players, families, and communities take proactive steps toward better health, greater longevity, and safer futures."

## EVENT WEEK HIGHLIGHTS

### FREE Community Health & Wellness Activation

Friday, August 7, 2026

1:00 p.m. – 4:00 p.m.

The Center for Performance

Hall of Fame Village Campus

Canton, Ohio

Presented in partnership with DataMEDS AI (NASDAQ: MEDS), Tollo Health, the U.S. Drug Enforcement Administration (DEA), the Ohio Department of Aging, the Alzheimer's Association, the Professional Pickleball Association (PPA), The Dungy Family Foundation, and other trusted community partners.

The afternoon will feature the Celebrity Pickleball Exhibition & Longevity Fireside Chat, along with:

- Appearances by Pro Football Hall of Famers, former NFL players, community leaders, and professional athletes
- Celebrity pickleball exhibition matches
- Health & Wellness Expo

- Longevity and Healthy Aging Fireside Chat
- Interactive exhibits
- Educational resources
- Family-friendly activities and giveaways

Together, these initiatives are designed to close gaps in care, help former players maximize their current NFL benefits, increase community awareness of available health resources, promote disease prevention and empower individuals to make informed decisions that optimize lifelong health and wellness.

#### MEDIA & PARTNER ACTIVATIONS

Pro Football Hall of Famers Emmitt Smith, Rod Woodson, Andre Reed, and Warren Moon, along with fellow NFL Alumni, will join national health partners to leverage the visibility of football's opening week in support of healthier communities across Canton and throughout the country.

#### ABOUT NFL ALUMNI HEALTH

NFL Alumni Health, a subsidiary of the National Football League Alumni Association, is dedicated to improving the health and wellness of former NFL players, assisting former players and their families maximize NFL benefits, and strengthen communities nationwide through trusted partnerships, innovative programming, preventive health initiatives, education, and access to meaningful health resources.

Follow: @NFLAlumniHealth

Learn more: [www.NFLAlumniHealth.org](http://www.NFLAlumniHealth.org)

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