

## **\*For Immediate Release\***

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### **Jerry Azumah to Host Inaugural Fundraiser for Scholarship Program that the Athlete Holds Close to Home**

*\$10,000 Buy – in Seat to the World Series of Poker or Trip to Paris for Grand Prize Winner!*

Chicago - On May 13<sup>th</sup> former Chicago Bear player Jerry Azumah is hosting a Texas Hold'em Event as a fundraiser for his non-profit organization ASAP (Azumah Student Assistance Program). Teaming up with Horseshoe Casino, this event will take place at Hotel Sax Chicago from 5:30pm - 11pm.

All proceeds raised at the event will go towards ASAP's scholarship program, which serves youth specifically for this event at the **San Miguel Schools Chicago**. This exclusive event will have several celebrity guests and friends of Azumah as well as exciting surprises for all in attendance.

Attendees will have the chance to join the action as a Texas Hold'em player or spectator. Tickets to participate, as a player are \$350 and to join as a spectator, \$75. There will be one celebrity guest at each table, serving as the bounty player to be knocked out for a special prize (TBA!). Some celebrities confirmed are Chicago Bears Lance Briggs and Brian Urlacher! Other tables including blackjack, roulette, and craps will be open to play for all attendees. Poker tables will have all professional dealers volunteering their time, premium prizes will be given away for poker players and casino gamers with first rate food and beverages provided by the Hotel Sax. Raffle prizes include Super Bowl tickets as well condos in Vail (sleeps 20!) and in the all new Mondrian in Miami.

This inaugural event is brought to you by presenting benefactors: Horseshoe Casino, Michigan Avenue Magazine, SVEDKA, Hotel Sax, Hennessy Black, Red Bull, Sprite Green and partners: Vocalo.org, NBC5 Chicago, RubyHornet.com and Impact 365.



**Jerry Azumah** - Born to West African immigrant parents and raised in Worcester, Mass., Jerry Azumah has had a fortunate life attributing it to the support he has received throughout his life, especially in his younger academic years. In 1991, Azumah enrolled at St. Peter Marian High School, a private school in Worcester where he began to fulfill his classroom and athletic potential. Without the assistance of a local Worcester donor, he would not have been able to attend the prestigious institution. Equipped with a remarkable early education, a BA from University of New Hampshire and a successful and admirable 7-year football career with the Chicago Bears (going All Pro in 2004), Jerry has been able to retire, maintain a healthy lifestyle and embark on new endeavors, all by the age of 30. In addition to his philanthropic and entrepreneurial happenings, he joined Cellular Bears Post Game Live for his first season as studio analyst for Comcast SportsNet in 2007.

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### **ASAP (Azumah Student Assistance Program) Foundation**

With an inception in 2004, ASAP's (*License Number: Processing*) primary goal is to provide scholarships for disadvantaged students in Massachusetts, Illinois and beyond. The generous support Azumah received early in his life tailored his choices and outlook, his community, and his charitable activities. This support also serves as his founding inspiration to utilize his own personal and professional accomplishments to students in need. This year's ASAP event is being used to directly serve support to San Miguel Schools, Chicago. More information on ASAP can be found at [www.asapfoundation.com](http://www.asapfoundation.com).

### **San Miguel School Chicago**

San Miguel Schools of Chicago, located in the Back of the Yards and Austin neighborhoods, is dedicated to providing an innovative and accessible education for inner city children. San Miguel's mission includes a Graduate Support Program for its alumni and a Family Support Program for the families of the students it serves. San Miguel believes that it is possible for a child to break the cycle of poverty, violence and hopelessness if given the education, tools and support necessary to succeed.

### **Horseshoe Casino**

The all new 500 million-dollar Horseshoe Casino, a Harrah's Entertainment, Inc. property, just 20 minutes from downtown Chicago is the premier entertainment and gaming destination in Chicago-land. Where legendary gaming lives on, Horseshoe boasts more than 350,000 square feet with 3,200 slot machines, nearly 100 table games, the largest poker room in the Midwest, keno and more. The Venue at Horseshoe Casino is proud to offer the ultimate concert and entertainment destination. The Venue offers a premier experience in a flexible space that can hold up to 4,000 guests. Guests can choose from a variety of dining options at Horseshoe including; Jack Binion's Steak House, Benny's Home Cookin, J.B.s Gourmet Sandwiches and Salads and the delicious Asian cuisine at Fai Choi.

### **Michigan Avenue Magazine**

MICHIGAN AVENUE celebrates the best of Chicago and its surrounding region - from people, events, and celebrity dish to fashion, fine dining, and shopping. The glossy magazine covers luxury lifestyle from a distinctly "Chicago" point of view, with provocative articles penned by local authorities like Mayor Richard M. Daley, Michelle Obama, and Oprah Winfrey.

### **Vocalo.org**

Vocalo Radio and Vocalo.org is a sister station of Chicago Public Radio, focusing on our Chicago community with a fresh look at current issues and welcoming non-traditional guests as opposed to your typical newsmakers reaching the entire city, Indiana and the suburbs.

### **Ruby Hornet**

Established in March of 2008, Ruby Hornet is a multimedia online destination that serves to passionately and skillfully celebrate and contribute to the full spectrum of urban culture through elaborate online journalism. Ruby Hornet's staff is made up of accomplished journalists, DJs, fashionistas, and web developers that cover urban culture from an insider's perspective, and is located in Chicago, IL.

### **Hennessy Black**

Hennessy Black is the new, highly versatile Spirit by the world's leading cognac house; a premium mixable alternative to vodka/tequila. Hennessy Black allows more ways to enjoy Hennessy than ever before. The soon to be launched product is the new choice in higher-energy social occasions serving as a badge and modern symbol of sophistication, distinction and nonconformity.

For interview requests or more information on Jerry Azumah and ASAP, please visit [www.asapfoundation.com](http://www.asapfoundation.com), call 312.842.1042, or email [mj@mnjpr.com](mailto:mj@mnjpr.com).

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