

SCORING FOR GOOD

August 2014

Dear Friends of Camp Kesem,

Last year we started a brand new initiative called [Scoring For Good](#), where professional athletes show their support of Camp Kesem by visiting our camps, generating awareness, and dedicating their seasons to Camp Kesem and our wonderful campers. We are so happy to bring this program back for its second year and pleased to announce that **SCORING FOR GOOD 2014 LAUNCHES TODAY!!!**



We are also honored to welcome new players to our roster this season. The NFL players that have committed to the 2014 program include:

- **EJ Manuel**, Quarterback for the Buffalo Bills (@ejmanuel3), has generously pledged to donate \$500 for every touchdown he scores this season. Manuel's mother was diagnosed with breast cancer in 2012. He first found Camp Kesem at the start of the 2013 NFL season and supported the cause via social media and with this [video](#).
- **Tyler Polumbus**, Offensive Tackle for the Washington Redskins (@Tyler_Polumbus), whose foundation, Tyler's Kids Outreach enriches the lives of children through family, faith and personal growth, has pledged to continue to support Camp Kesem and its new program in Colorado.
- **Glover Quin**, Safety for the Detroit Lions (@GloverQuin27), has pledged to donate \$500 for every interception he tallies this season.
- **Anthony Castonzo**, Offensive Tackle for the Indianapolis Colts (@AnthonyCastonzo), has pledged his first appearance this season to Camp Kesem and will send one more child, currently on Camp Kesem's long wait list, to camp this August. Listen to his announcement [here](#).

To support the 2014 Scoring For Good program and its players, we've also launched a completely new version of the Scoring For Good mobile app, available as a free download in [iTunes](#) and [Google Play](#). The app allows users to test their quarterback skills on the football field against their friends and Scoring For Good's athletes. With the app's innovative technology, users replicate the motion of throwing a football by using the device as the ball and seeing how far

they can "throw" passes down the field. Users can sign in through Facebook to compete against friends and purchase extra yards and boosters.

Please help us support our athletes and their participation in the program by downloading the app and spreading the word about Scoring For Good!

To close this announcement, we'll leave you with a snapshot from camp this summer:



With my deepest thanks,

Jane Saccaro
CEO, Camp Kesem

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