

# FOR IMMEDIATE RELEASE PRESS RELEASE

November 24, 2009

Denver Broncos  
LB Darrell Reid ,  
Photo By: Bill  
Smithuysen



## Denver Broncos LB - Darrell Reid Food Fest

From The Desk of: Michael Artsis, 917-952-0833. [artsis@artsismedia.com](mailto:artsis@artsismedia.com)

### Event:

Darrell Reid (Line Backer #95 Denver Broncos) and his charity the Footz Foundation will be giving traditional Thanksgiving food, including Turkeys, to 20 less fortunate Denver area families this Thanksgiving. The 3- 10 member families will also receive additional food to help them make it through the holiday season without going hungry. The families are members of Boys & Girls Clubs of Metro Denver, Wilfley Branch.

Darrell will also speak to the kids about the importance of not giving up, both in life and on themselves. A natural leader on and off the field, he will inspire them. Darrell will also take pictures and sign autographs.

Darrell believes in this cause and wants to make it a special night for these kids, many of whom have had traumatic experiences and have been separated from loved ones. Now embarking on a very tough journey to start over, with some very unstable roads at times, these kids will draw strength and confidence from their time with Darrell. He is not just a figure head in whatever he does, he is a participant and a role model. He leads by example and rolls up his sleeves and gets involved. Darrell wants to provide a "bright spot" for the kids in the center. He wants them to know that there is always a reason to hope and believe, and to never give up. "Sometimes just bringing a smile to a child's face, and hearing laughter is gift enough - especially if it is allowing their minds to wander away from their troubles, even for a moment," says Darrell.

### Reid:

Darrell is a monster on the football field but off it he is constantly working to help children. Darrell grew up in Freehold New Jersey alongside his two sisters and under the care of his mother Jeanette. It was in New Jersey that Darrell's roots, good spirit and hard

working attitude were born and it was there that he learned about giving back. Darrell went on to play football at the University of Minnesota and then joined the Indianapolis Colts as an un-drafted free agent. Darrell signed with the Broncos in 2009 and has been making a big impact on the community off the field since.

Darrell is into music, fashion, cars, and broadcasting. His family means everything to him. Darrell is the uncle to 3 year old Mekhi who is his pride and joy, and he is one of 3 kids.

### Boys & Girls Clubs of Metro Denver Wilfley Branch

The George M. Wilfley Branch, located near I-70 and Pecos in Denver's Sunnyside neighborhood, opened in 2000. The 13,000 square-foot building, originally made possible through a grant from the Denver Housing Authority, features a full gymnasium, computer center, cultural arts room, learning center, and social recreation area.

The Boys & Girls Club is charged with deepening their impact on the young people they serve. In 2004 and 2005, Boys & Girls Clubs of America embarked on an intensive research effort to identify key elements of positive youth development. They conducted in-depth Club visits, interviewing managers, program staff, teens, and community leaders.

The most important findings reaffirm Boys & Girls Clubs' enduring principles and provide a clear direction for our future. BGCA found that the level of impact a Club has on young people depends on both the frequency of their participation and the degree to which the Club implements the following five key elements in its operations:

- A safe, positive environment,
- Fun,
- Supportive relationships,
- Opportunities and expectations,
- Recognition.

These key elements drive all of our efforts, locally and nationally, to have a lasting impact on youth. When the five key elements are intentionally infused in a Club's programs and operations, the Club creates a developmentally rich environment that leads to deepening impact.

### Events:

#### Tuesday November 24th, 2009

- 5:30pm Arrivals
- 5:45 pm Food Give-a-way with Darrell
- 6 pm Darrell' Speech
- 6:15 pm Pictures & autographs
- 6:30 pm End

### Information/Interview Opportunities:

For more information, or Press confirming attendance contact: Michael Artsis 917-952-0833, [artsis@artsismedia.com](mailto:artsis@artsismedia.com)

### Address:

Boys & Girls Clubs of Metro Denver  
Wilfley Branch Center:  
4595 Navajo Street  
Denver, CO 80211

### Directions:

Take I70 to exit 273 for Pecos St, Turn left at Pecos St, Take the 2nd left onto W 46th Ave, Take the 1st right onto Navajo St  
**OR:** Take I25 to exit 213 for 38th Ave, Merge onto Fox St, Continue onto W 38th Ave, Turn right at Pecos St, Turn right at W 46th Ave, Take the 1st right onto Navajo St