

Atlanta Falcon's Ovie Mughelli meets No Fault's David Brantley Sports Philanthropy Spring Training 2008

By any metric, "Spring Training 2008" was a success. "Spring Training 2008," an institute hosted March 17th-19th by the Sports Philanthropy Project (SPP) and Columbia University, focused on the fundamentals of community program development for sports philanthropy professionals representing teams and athletes across all major sports leagues in the United States. Over three days, more than 125 leaders and professionals across the sports, business, philanthropy and academic sectors convened for the conference.



In addition to sessions focused on building skills and capacity, the event focused on some of the "hot topics" in community development today:

- The conference-opening headline event, "Sports Goes Green," spotlighted how professional sports can raise environmental awareness and leverage the power of sports to "go green." The event was sponsored by Safeplay Systems and No Fault Sports Group, and featured an address by No Fault CEO David Brantley.
- On Day Two, the Atlanta Falcons Youth Foundation and NFL Charities hosted a reception to promote NFL PLAY 60, an initiative to encourage every child to engage in 60 minutes of physical activity per day to promote fitness and combat childhood obesity. Headlining this event was Atlanta Falcons fullback and PLAY 60 spokesperson.

The Sports Philanthropy Project harnesses the power of sports to help build sustained and comprehensive social programs and services throughout the United States and Canada. SPP provides technical assistance to sports foundations, enabling them to define their mission and use the popularity and resources of professional athletes and teams to promote vibrant, healthy communities. SPP was launched in 1998 by the Robert Wood Johnson Foundation, the largest philanthropy devoted to health and health care in the United States. For more information on SPP in general, or "Spring Training 2008" highlights in particular, visit the Sports Philanthropy Project website at www.sportsphilanthropy.com.