



UPDATE
MEDIA ADVISORY

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Finish Line Youth Foundation Hosts 11th Annual Golf Outing #ForTheKids
Legendary athlete Bo Jackson to participate

Note: Due to illness, Jerry Rice will not attend this event. An earlier version of this advisory released yesterday stated Rice would participate.

INDIANAPOLIS, Sept. 10, 2013 – On Tuesday, September 10, vendors, business partners and associates of The Finish Line, Inc. will tee up for the 11th annual [Finish Line Youth Foundation](#) golf outing at The Bridgewater Club in Westfield, Ind. Distinguished guests participating in the outing include NFL and MLB All-Star and Heisman Trophy winner **Bo Jackson**.

The golf outing is expected to raise \$350,000 for the Youth Foundation which supports qualified, non-profit organizations that provide community-based access to athletics for kids under the age of 18. Finish Line and the Youth Foundation just wrapped up a 19-day [Back to School Drive](#) in Finish Line stores nationwide, which raised \$513,330 for Special Olympics.

What: 11th Annual Finish Line Youth Foundation Golf Outing
Where: The Bridgewater Club
3535 East 161st Street
Westfield, IN 46062
When: Tuesday, September 10, 2013
10:15 a.m. **Media availability** for interviews with **Bo Jackson** and Finish Line Chairman and Chief Executive Officer **Glenn Lyon**
11:00 a.m. Shotgun start

Follow the day's events @ [FinishLineYF](#) #ForTheKids.

About The Finish Line Youth Foundation

The Finish Line Youth Foundation strives to make a difference in the lives of youth in the communities where employees and customers live, work and play by funding non-profit organizations that provide opportunities for kids to participate in community-based youth athletic programs and camps that emphasize sports and active lifestyles. In partnership with The Finish Line, Inc., the Youth Foundation has pledged multi-year support of Special Olympics as a part of its ongoing mission to celebrate the everyday achievements of athletes everywhere. For more about the Youth Foundation, visit <http://www.flyf.org>, find them on Facebook at www.facebook.com/finishlineyouthfoundation or on Twitter at www.twitter.com/finishlineyf.

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