



2nd Annual Russell Athletic® “Fight Like Dylan Award” Honors Teams Triumphant Over Adversity

\$50,000 Grant to be Given to High School Teams Demonstrating Perseverance Through Sports

Bowling Green, KY (September 13, 2012) – Russell Brands, LLC, today announced the second annual “Fight Like Dylan Award,” which honors the courageous life of Dylan Rebeor, a terminally ill football player whose last wish was for new equipment for his teammates. In honor of Dylan’s character, courage and consideration of others, Russell will donate apparel and equipment via a \$50,000 grant to one high school team that has demonstrated determination through sports.

Rebeor, a Columbia, Tenn., native, was just 16 when he passed away Dec. 3, 2010 after a long, courageous battle with colon cancer. Rebeor was a wide receiver on Columbia Central High School’s football team, but died just hours before his team won their first state championship in 58 years. Throughout his ordeal, Dylan’s commitment and dedication to his team never wavered. In fact, his final wish was for his teammates to receive new uniforms for their upcoming season.

“Dylan’s selflessness and courageous attitude in the face of an incomprehensible situation is truly inspiring,” said Gary Barfield, executive vice president, Russell Brands, LLC. “Russell learned of Dylan’s story and it moved us beyond words. We are honored that we can continue to celebrate Dylan’s life by awarding other deserving teams across the country for years to come.”

To be eligible for the “Fight Like Dylan Award,” teams must post a submission on the Russell Athletic® Facebook page explaining how their team overcame a challenge or triumphed in the face of adversity. Anyone is eligible to submit an entry on behalf of their favorite high school team by logging onto www.facebook.com/russellathletic. Entries will be accepted now through December 3rd. The contest’s official rules are also available on the site.

“Dylan’s life may have been cut short by devastating circumstances, but he lived an extraordinary life while he was here with us,” said Heather Rebeor, Dylan’s mother. “We’re in awe that Dylan’s memory and spirit will live on by the Russell Athletic ‘Fight Like Dylan Award.’ Dylan truly cared about others



more than himself and now his legacy will be seen across football fields, soccer fields and basketball courts forever.”

Former Indianapolis Colts head coach and current NBC Sports Football analyst Tony Dungy and Cleveland Browns quarterback Colt McCoy will serve on the “Fight Like Dylan Award” selection committee, along with Dylan’s mother and Columbia Central High School head coach, Vance Belew. The 2nd annual winner of the “Fight Like Dylan Award” will be announced at the Semper Fidelis All-American Bowl banquet on Jan. 3, 2013, which precedes the Semper Fidelis All-American Bowl at The Home Depot Center Jan. 4, 2013, in Carson, CA.

For more information, official rules or to submit an entry for the “Fight Like Dylan Award” please visit [facebook.com/russellathletic](https://www.facebook.com/russellathletic).

About RUSSELL BRANDS, LLC

For more than 100 years, Russell has supplied America’s athletes and teams with the latest innovations to help them perform at their best and is a leading supplier of apparel and team uniforms at the high school, college and professional levels. Russell’s collegiate licensed products and athletic wear are broadly distributed and marketed through department stores, sports specialty stores, retail chains and college bookstores. For more information, please visit www.RussellAthletic.com.

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