

National College Football Day
November 6, 2010

SUGGESTED VERBIAGE FOR IN-GAME ANNOUNCEMENT

The (name/ or “we”) proudly recognize the 7th annual National College Football Day – this week mark’s the 141st anniversary of the first collegiate game ever played. To commemorate the birthday of college football, we invite you to join fans nationwide to support the National College Football Day charitable partner, The V Foundation for Cancer Research, funding cancer research nationwide for all types of cancers – to make a \$10 donation use your cell phone and text the letters **J I M M Y V F B** to **85944**. The V Foundation will proudly award 100% of your donation to fund cancer research in honor of National College Football Day – again -- to make a \$10 donation text **JIMMYVFB** to 85944 on your cell phone (standard text-messaging rates apply).

SUGGESTED VERBIAGE FOR IN-GAME VIDEO OR MESSAGE BOARDS

Help Fight Cancer in Honor of
National College Football Day
Commemorating today's 141th Anniversary of College Football
Make a \$10 donation to
The V Foundation for Cancer Research
Text **J I M M Y V F B** to **85944**
100% of your donation will fund cancer research nationwide for all types of cancers.