



**FOR IMMEDIATE RELEASE:**

**FOR MORE INFORMATION**

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## **McDONALD'S, NFL PLAYERS, AND CELEBRITIES TEAM UP TO EMPOWER SAINT LOUIS' YOUTH**

**St. Louis, MO, June 24, 2010** – This weekend, June 25<sup>th</sup> through 27<sup>th</sup>, just under 300 students, ages thirteen to seventeen, will receive free football and life skills training from active and retired NFL professionals, celebrities, and local business professionals at the McDonald's Free Football & Life Skills Camp. The camp is sponsored by McDonald's and hosted by Youth Lifeline America and will take place at Cardinal Ritter College Preparatory High School.

Unlike other sports camps, the McDonald's Free Football & Life Skills Camp focuses first on life skills and education, second on positive and instructional mentorship, and lastly on athletics. NFL professionals and celebrities like Roland Williams (NFL), Brian White (actor and model), Floyd Little (NFL), Steven Jackson (NFL), Torry Holt (NFL), Demarco Farr (NFL), and many, many more will be taking part in the camp.

Interested youth can register to attend the McDonald's Free Football & Life Skills Camp by visiting [McDonaldsSTL.com](http://McDonaldsSTL.com) or by registering on sight the morning of the first day of camp. The camp will take place 8a.m. to 5p.m. on Friday, Saturday and Sunday with the awards ceremony taking place on Sunday from 5p.m. to 6p.m.

Youth Lifeline America is a non-profit organization founded by 8-year NFL Veteran and Super Bowl Champion, Roland Williams. Its objective is to harness the powerful influence of athletes and entertainers to teach the fundamentals of career development, computer competency, conflict resolution, diversity training, esteem development, financial literacy, drug prevention, gang violence, leadership, and team building to youth across America.

Scholarships for the McDonald's Free Football & Life Skills Camp have also been distributed to youth-serving organizations and other entities within the St. Louis community including the Boys & Girls Clubs, Confluence Academy, Grace Hill and West End Center. For more information about Youth Lifeline America visit [www.youthlifeline.org](http://www.youthlifeline.org).

### **About McDonald's**

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on the St. Louis/Metro East McDonald's Restaurants visit [www.McDonaldsSTL.com](http://www.McDonaldsSTL.com) or log on at any of the Wi-Fi enabled McDonald's restaurants.

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