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Presented By



SPORTS CHIROPRACTIC
AND NATURAL HEALTH SOLUTIONS

To Benefit

Jason Taylor
Foundation
BUILDING A BETTER FUTURE



SATURDAY, JANUARY 21, 2017



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BRANDED MERCHANDISE

SPORTS CHIROPRACTIC
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ABOUT WHIFFLE BLAST

The **Jason Taylor Foundation** is at it again, this time with a brand new twist on a game we all group up with!

On January 21, 2017, the JTF will introduce the inaugural **Whiffle Blast presented by Sports Chiropractic and Natural Health Solutions**, providing safe and healthy fun for old and young alike.

A field of 40 teams will step on the mini-diamond at Pine Trails Park in Parkland to participate in a friendly tournament celebrating one of America's favorite "back-yard" games, while raising funds to support South Florida's children in need, particularly those battling cancer.

Proceeds raised at the **Whiffle Blast presented by Sports Chiropractic and Natural Health Solutions** will benefit the Jason Taylor Foundation and **SIDES**.



WHIFFLE BLAST 2017 | 01.21.2017 | PINE TRAILS PARK, PARKLAND



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ABOUT THE JASON TAYLOR FOUNDATION

In July 2004, football legend, **Jason Taylor**, established the Jason Taylor Foundation to support and create programs that facilitate the personal growth and empowerment of South Florida's children in need by focusing on improved health care, education and quality of life.

Since opening its doors, the 501 (c)(3) organization has contributed **more than \$5,000,000** in programs and services to benefit youth. A key partnership includes **"The Jason Taylor Children's Learning Center,"** a recreational and educational facility within The Holtz Children's Hospital at the University of Miami's Jackson Memorial Medical Center.

The Jason Taylor Foundation prides itself on innovative, impactful programming including its **"Cool Gear for the School Year"** back-to-school effort, **Jason Taylor Scholars** and the **Reading Room**, a comprehensive after-school program designed to address academic challenges among inner-city youth. The Reading Room also features a Spoken Word Poetry component, which is now a full-blown network featuring more than 60 participating schools. The **bluapple Poetry Network** has rapidly expanded across school districts through its **"Louder Than a Bomb Florida"** festival, which brings school-based poetry teams together to showcase this art form through a friendly competition, while providing teens from diverse backgrounds a common vehicle for written and performance-based self-expression.



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ABOUT SIDES



SIDES, Sydney's Incredible Defeat of Ewing's Sarcoma, is a 501(c)(3) foundation created in honor of Denysis and David Lister's 15-year-old daughter, Sydney Lister. In September 2011, Sydney was diagnosed with Ewing's Sarcoma.

Ewing's Sarcoma is a very rare, aggressive pediatric bone cancer. Less than 500 cases are diagnosed annually worldwide. Because of this, there are only 4 labs in this country dedicated solely to finding a cure for Ewing's and all of the researchers work collaboratively. Unlike many other cancers, researchers know the exact origin of this disease. They know that it is caused by a chromosomal translocation that happens at birth and stays latent in the body until puberty. By knowing the origin, they are very close to being able to stop the cancer from ever manifesting itself later in life.

SIDES was created to help families, like the Listers, who are suffering from this debilitating cancer. SIDES has expanded its mission to helping other pediatric cancer patients as well, while also helping fund research to find a cure for Ewing's Sarcoma so no other child has to suffer from this horrible disease.



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EVENT FORMAT & SCHEDULE OF EVENTS

The 2017 Whiffle Blast format will be that of **eight (8) five-team divisions** with a round robin regular season, guaranteeing a **minimum of four games** for each team. The top team out of each division will be seeded before advancing to the playoffs, beginning with the **eight-team quarterfinals**. The bracket-style post season will continue until only two teams remain and who will face off in the winner-takes-all championship.

Running concurrently with the main Whiffle Blast tournament, participants will have the opportunity to compete in the **Home Run Derby**. During each round of the regular season, each team will have one bye during which the competitors are encouraged to take their swings during the long ball prelims. The top sluggers will advance to the Home Run Derby Finals which will take center stage immediately prior to the main tournament championship game.

Drawings will be held throughout the day for memorabilia, gift certificates and many other special items.

In addition to these participant based events, vendors will have the opportunity to present their company information and products during the day long **trade show**.

But the grownups won't have all the fun as the **Whiffle Blast KidZone** will provide interactive fun with crafts and activities that will keep the little ones engaged both mentally and physically.

**WHIFFLE BLAST PROMISES
FUN FOR THE WHOLE FAMILY!**

EVENT SCHEDULE

- 8:00AM** Check-in
- 8:50AM** Welcome / Regular Season Begins
- 9:00AM** Game #1 / Home Run Derby Prelims
- 9:50AM** Game #2 / Home Run Derby Prelims
- 10:40AM** Game #3 / Home Run Derby Prelims
- 11:30AM** Game #4 / Home Run Derby Prelims
- 12:20PM** Game #5 / Home Run Derby Prelims
- 1:10PM** Quarterfinals
- 2:00PM** Semifinals
- 3:00PM** Home Run Derby Finals
- 3:30PM** Whiffle Blast Championship
- 4:20PM** Championship Trophy Presentation
- 4:30PM** Closing Remarks



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EVENT PARTNER - KIDZONE

\$5,000

Benefits for our KidZone Event Partner Include:

- Exclusive branding as presenting sponsor of the 2017 Whiffle Blast Home Run Derby
- Two (2) teams in the 2017 Whiffle Blast main tournament. Each team may have up to seven participants, each of whom will receive a giftbag with an event t-shirt, an event cap and other gifts.
- Opportunity to display company products and information in prime location immediately adjacent to event location. This area will be centrally located and passed by hundreds of participants. *(tent, tables and chairs not included)*
- Company name included in all public relations materials, including press releases, public service announcements, media advisories and pa announcements *(pending print deadlines)*
- Company name/logo on partner signage *(pending print deadlines)*
- Recognition as an event partner at www.JasonTaylorFoundation.org and on all foundation social media platforms
- Opportunity to distribute company's product through player goody bags



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