



FOR IMMEDIATE RELEASE

Contact: Michelle Robie
Cell: 727/501-6767
Email: michelle@draytonflorence29.com

Bills Drayton Florence to visit local Dick's Sporting Goods

NFL Player appearance at his native Ocala store

Ocala, Fla (July 8, 2010) – Fans of Ocala native and Vanguard High School graduate Drayton Florence, defensive back for the NFL's Buffalo Bills, will have the opportunity to meet the local star at Dick's Sporting Goods of Ocala on Saturday, July 17th from 2:00 – 2:30 pm. Florence will be signing autographs and available to take pictures before he heads out to Booster Stadium later that day for his 6th Annual Drayton Florence Foundation "Make It Happen" Youth Football Camp.

With Dick's on board as the official sporting goods retailer for the annual free youth football camp, 350 Ocala youth ages 8-17 will receive coaching from the NFL's finest and great camper gift bags courtesy of Dick's Sporting Goods and the Drayton Florence Foundation. While the camp is filled to capacity again this year, it is open to the public free of charge and will be an event for the entire family. C'mon out to Booster Stadium from 5:30 – 8:30 pm, bring your camera and watch as the NFL's best deliver messages of sportsmanship, fair play, hard work and dedication to Ocala's next leaders.

To learn more about the appearance at Dick's Sporting Goods, the camp, sponsorship opportunities or for general information about the foundation, please visit www.draytonflorence29.com or contact Michelle Robie at 727.501.6767.

- more -

DRAYTON FLORENCE FOUNDATION

A Member of The Champions Fund, Inc. | 1320 Forestedge Boulevard | Oldsmar, Florida 34677
P: 800.717.0337 | F: 888.811.3395
FEIN 59-3685490

About the Drayton Florence Foundation

A graduate of Vanguard High School, Florence established the Drayton Florence Foundation with a mission to educate, motivate and stimulate youth, empowering them for a lifetime of success. The Foundation provides educational resources, holiday events and technology programs to deserving children in his hometown of Ocala. Programs include technology labs at local community centers, Thanksgiving and Christmas dinners for families in need and community outreach to schools and non-profit organizations.

About Dick's Sporting Goods, Inc.

Dick's Sporting Goods, Inc. is an authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel, and footwear in a specialty store environment. As of August 2, 2008, the Company operated 357 Dick's Sporting Goods stores in 38 states primarily throughout the eastern half of the U.S. The Company also owns Golf Galaxy, Inc., a multi-channel golf specialty retailer, with 84 stores in 30 states, ecommerce websites and catalog operations and Chick's Sporting Goods, Inc., which operates 15 specialty sporting goods stores in Southern California.