



For Further Information Contact:
Joseph R. Ciffa
JRC Promotions at 716-583-4710

FOR IMMEDIATE RELEASE:

Buffalo Bills Pro Bowl & All Pro Linebacker Lorenzo Alexander to Receive Athletes In Action Call To Courage Award; Also, Former Buffalo Bill Frank Reich; Media Panelist John Murphy, Bucky Gleason and Joe Buscaglia to Speak at the 16th Annual Call to Courage Award Breakfast in Buffalo

*Buffalo, NY...March 1, 2017...*The **16th Annual Call to Courage Award Breakfast** will be held on **Saturday, March 25, 2017**, at the **Hyatt Regency Hotel** in downtown **Buffalo, NY**, from **9AM to 11AM**. This high profile sports breakfast is sponsored by the Buffalo Pro Ministry of Athletes in Action. Every spring for the past fifteen years, former Buffalo Bills quarterback, **Frank Reich**, who engineered the “Greatest Comeback in NFL History”, hosts this outstanding community sports breakfast event.

Reich will present the 2017 Call to Courage Award to Buffalo Bill two - time Pro Bowl linebacker and All Pro, **Lorenzo Alexander**, making him only the second Buffalo Bill to ever receive this prestigious award.

A special highlight of the program will be an interview with **Frank** and **Linda Reich** with Frank’s eldest daughter, **Lia**. **John Murphy** and **Lia Reich** are this year’s Co-MC’s.

This year’s Call To Courage official hosts will be Buffalo Bills Special assistant **Scott Berchtold** and his wife **Pam**.

Another feature at this year’s Call To Courage Awards Breakfast will be a roundtable discussion about the **State of the Bills** with a panel of media experts including **John Murphy**, **Bucky Gleason** and **Joe Buscaglia**.

“Our 16th anniversary of the Call to Courage Awards Breakfast is really going to be something special” stated Reich.

The Call to Courage Award Breakfast held in Buffalo, is Reich’s way of thanking the Western New York community for the love and appreciation that was displayed to him and his family while he was a member of the Buffalo Bills during those great Super Bowl years.

–continued–



from page 1

Each year, Reich presents the Call to Courage Award to a current NFL player who has exemplified outstanding character, commitment and leadership on and off the field and in the community.

The breakfast has featured some of the game's biggest names over the past fourteen years. NFL stars like, *Kurt Warner, Chad Pennington, Curtis Martin, Don Davis, Bob Christian, Trent Dilfer, John Kasay, Jon Kitna, Heath Evans, London Fletcher, Ben Watson, Thomas Davis, Jeff Saturday, Kyle Williams and Scott Chandler* are previous award winners.

In addition to the NFL winner of the Call to Courage Award, the High School Call to Courage Award will also be given to an outstanding member of a Western New York high school football team. The winner will be announced at the breakfast that morning.

The Call to Courage Award Breakfast is open to the public. Tickets are \$40 each and a table of ten is \$350. For ticket information call 716-559-1800 or find us on FACEBOOK at aiabuffalo.

- 30 -