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New York Giants to give needy kids a once-in-a-lifetime experience

Wall, NJ: Thanks to the help of a local firm, over 100 inner-city kids and a few lucky sponsors will have the rare opportunity to meet and work one-on-one with members of the New York Giants at the **2010 YOUTH FOOTBALL EXPERIENCE**. The event is intended to build the kids' confidence, football skills, and character and is slated for the NY Giants Timex Performance Center (near the new stadium) on Tuesday, April 13, 2010.

Peter Grandich, founder of Trinity Financial, Sports & Entertainment Management Company, is sponsoring and organizing the event along with George McGovern of the non-profit organization Athletes in Action. The event will feature an afternoon of football instruction and life-changing motivational messages from the NY Giants players.

"For the last four years, we've hosted this event for the boys at the Link Community School in Newark," says Peter Grandich. He adds, "I'm honored to have the opportunity to work with Athletes in Action and members of the New York Giants on this program. The best part of my business is when we get to assist professional athletes in sharing their real-life experiences with the public."

According to Grandich, during the event the children will be schooled in football skills by several participating Giants players, and also hear motivational messages on a variety of off-the-field subjects such as setting goals, choosing friends carefully, and the importance of not quitting.

“I’ve been blessed to see many members of the Giants and other professional sports teams impact kids of all ages in a way that no one else can,” said Grandich.

He says that there is also a unique opportunity for a limited number of corporate sponsors and their guests to meet, greet, take pictures and have sports memorabilia signed by the players at the exclusive sponsor-only gathering that will precede the clinics. Then, during the clinics, sponsors will stand side-by-side with the Giants players as they train the next generation.

“To help pay for the costs associated with the day and for future events like this, only ten sponsorships will be available on a first-come basis,” he says. Sponsors will each receive four admissions to the event, and go from player to player as they work with each group of children.

“This is a sports fan’s dream come true,” says Grandich with a smile. “To be this up close and personal with so many Giants players over several hours... to have an opportunity to speak with them and take pictures and get autographs... it’s unbelievable, especially when you consider the cost of the sponsorship is just \$2,500.”

Grandich promises that the day will not soon be forgotten by the children, the guests or the players.

“While the football demonstrations help build their physical skills, the real life stories and inspiration shared by the players is the real touchdown,” says George McGovern of Athletes in Action, who is also the NY Giants chapel leader. “I’m hopeful the schedule will permit players like Eli Manning, Shaun O’Hara, Brandon Jacobs, Justin Tuck, Kevin Boss, and others to participate,” he adds.

To see photos from previous years’ Youth Football Experiences, go to <http://trinityfsem.com/photo6.htm>.

About Link Community School

The Link Community School was founded in 1969 by the Sisters of St. Dominic of Caldwell, NJ, in response to the Newark riots and the resulting devastation of the Central Ward community. The non-denominational independent middle school was established to rebuild the community by providing an exceptional educational opportunity for young people left in poverty. An outstanding 100% of the past nine graduating classes (1999-2009) were accepted into quality private high schools of their choice. To learn more, go to www.LinkSchool.org.

About Athletes in Action

Athletes in Action is a national non-profit organization that gives professional athletes the opportunity to share life experiences with children and audiences of all ages. With chapters throughout North America, the group represents both professionals and college athletes. This New York/ New Jersey-area chapter serves athletes on the following professional, semi-pro and collegiate teams: NY Yankees, NY Giants, NY Nets, NY Jets, NY/NJ MetroStars, Newark Bears, Rutgers University, Princeton University. To learn more go to www.NYNJaia.com.

About Trinity Financial

Trinity Financial, Sports & Entertainment Management Company offers a variety of services for individuals and small to mid-sized businesses. Additionally, through the assistance of co-founder and company consultant Lee Rouson, former New York Giants running back and two-time Super Bowl Champion, Trinity Financial offers specialized services for professional athletes and entertainers. Peter Grandich is also a member of the National Association of Christian Financial Consultants. The company is located at 2431 Atlantic Avenue, Manasquan, NJ. For information about Trinity Financial, go to www.TrinityFSEM.com.

For information about the 2010 YOUTH FOOTBALL EXPERIENCE sponsorships, contact Grandich at 732-642-3992 or email pgrandich@TrinityFSEM.com.

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NOTE TO MEDIA: For specific directions, a schedule of the day's events and parking information, please contact Jo Schloeder of Creative Approach at jo@creativenj.com, phone 732-751-1004 or contact Peter Grandich at pgrandich@trinityfsem.com , phone 732-642-3992.