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## **BURRESS'S CONDUCT NOT THE NORM FOR ATHLETES**

**NEW YORK, NY, December 1, 2008** – Peter Grandich, managing member of Trinity Financial, Sports & Entertainment Management Company ([www.TrinityFSEM.com](http://www.TrinityFSEM.com)), is on a mission to promote the good things that professional athletes do.

In the wake of the Plaxico Burress incident which led the NY Giants wide receiver to surrender to police this morning, Grandich is pounding the pavement to remind people that although Burress's conduct may be getting headlines, it's not representative of how most professional athletes live.

“While it's an unfortunate incident that will likely be a life-changer for one of the better wide receivers in the NFL, it's my hope that the tremendous good works current and retired professional athletes perform every day are not overlooked,” says Grandich, who head up Trinity Financial, a New Jersey Christian-based financial services company that services professional athletes and the general public.

“For every incident in which a professional athlete is viewed in a bad light, I can tell you dozens of heart-warming, outstanding actions by professional athletes – story after story of how they have had a tremendously positive impact on people's lives,” Grandich adds. “Unfortunately, in a day where gossip and tales of Hollywood stars grab most of our attention, daily acts of extreme generosity hardly get noticed.”

Grandich says Trinity Financial has a corporate advisory board of retired athletes and industry professionals to act as mentors to their unique athletic clientele. Retired athletes like former NY Jets star Joe Klecko, boxing great Gerry Cooney and two-time NY Giants Super Bowl Champion Lee Rouson are among those available to provide guidance to today's athletes.

“If you knew about some of the great charity work athletes do every day, you'd see that painting all athletes with one brush is unfair. Just look at former NFL great Curtis Martin and his charity endeavors or former NY Giants defensive lineman George Martin, who walked across the U.S. to raise funds and awareness for the tens of thousands of 9/11 first responders who are ill or have died,” adds Grandich.

In addition to his work with Trinity Financial, Grandich participates and provides his insights during chapel and Bible study services for the New York Giants and the New York Yankees through the non-profit organization “Athletes in Action.”

For more information on the daily good deeds of professional athletes, contact Peter Grandich at 732-642-3992 or email [pgrandich@TrinityFSEM.com](mailto:pgrandich@TrinityFSEM.com).

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Interview Requests:

Call Peter Grandich at 732-642-3992, or email [pgrandich@trinityfsem.com](mailto:pgrandich@trinityfsem.com) with INTERVIEW REQUEST in the subject line.

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