

Resilience Bowl to Benefit Local Trauma Affected Communities

Troy Polamalu Partners with The Neighborhood Resilience Project for Fundraiser

PITTSBURGH – February 13, 2024 – The Neighborhood Resilience Project, in collaboration with Troy and Theodora Polamalu, announced a new football-themed fundraising event, The Resilience Bowl, set to take place on May 21 from 5 – 8 p.m. at Acrisure Stadium. The event will benefit the Neighborhood Resilience Project in its work with Pittsburgh-area trauma affected communities.

The Resilience Bowl will feature a number of elements, including a celebrity flag football game, on-field activities, food and entertainment for general attendees, an exclusive celebrity VIP reception for top sponsors and more.

“I’m excited to come home to Pittsburgh and play alongside some of my best friends and former teammates in the Resilience Bowl,” says Troy Polamalu. “This game represents so much more than the excitement of sport, since it highlights the necessary work of the Neighborhood Resilience Project to build healthier irreplaceable communities.”

The highlighted events include the Celebrity Flag Football game, which will include members of the top two levels of sponsors of the event, and the Obstacle Course, which is open to all attendees. Space is limited for obstacle course teams and will be determined on a first-come, first-served basis.

Sponsorship packages range from \$2,500 to \$50,000. Beginning at the \$7,500 sponsorship levels, sponsors will have a reserved corporate team who will be able to participate in on-field activities such as an obstacle course and beginning at the \$25,000 level, there is an opportunity for sponsors to participate in the celebrity flag football game.

The Citrone 33 Foundation has signed on as a presenting sponsor for the event. Citrone 33 strives to foster strategic, authentic, and collaborative partnerships that promote mental wellness and happy lives for the Pittsburgh community. The foundation’s specific focus on mental wellness is aimed at making a significant impact in improving the overall health and well-being of individuals, particularly youth.

In addition, individuals and families can attend the event as “general attendees” at a ticket price of \$50. Individuals and families interested in competing in the obstacle course may do so at no additional cost, but limited registration is available on a first-come, first-served basis. Teams competing in the obstacle course will look to achieve the fastest time in one of three categories: families, athletes and sponsors.

The event will begin with a 4 p.m. Invite-Only Celebrity Reception, which is available to sponsors at the \$25,000 and \$50,000 level. At 5 p.m., general attendees will arrive and the obstacle course opens up to teams.

A VIP Reception in the PNC Champions Club will begin at 5 p.m. Tickets are available for \$300. Food and drink to be served and exclusive Steelers merchandise and swag bags will be given away, details to be announced.

At 6:45 p.m., the obstacle course will close, and the Celebrity Flag Football game begins. Each team will be comprised of representatives from the top sponsors and celebrities. Celebrities will be announced at a later date.

A virtual silent auction will take place throughout the event, accessible to all attendees and anyone from around the world.

"I'm honored to be a part of this movement that has begun in Pittsburgh to give the oppressed, the broken, and the voiceless a voice of hope and strength," Polamalu adds. "I encourage the city to come and support this event and organization so collectively we can be part of a solution and not turn a blind eye to the problems that exist all around us."

All proceeds will benefit the Neighborhood Resilience Project, whose mission supports the transformation of Trauma Affected Communities to Resilient, Healing and Healthy Communities through Trauma Informed Community Development. "As informed by the lived experience of trauma, both personal and collective, Trauma Informed Community Development is a framework that establishes and promotes resilient healing and healthy communities so that people can be healthy enough to sustain opportunity and realize their potential," says Rev. Paul T. Abernathy, CEO of the Neighborhood Resilience Project.

"In 2023, the Neighborhood Resilience Project served more people than ever before and saw more suffering people raised up from the ashes of trauma to become empowered healers, community builders, and positive change makers," Father Paul continues. "We served over 21,000 people throughout the whole year with more than 3,300 volunteer hours."

www.neighborhoodresilience.org