

THE 1ST ANNUAL CELEBRITY XBOX TOURNAMENT & FAMILY FUN DAY TO BENEFIT PHOENIX CHILDREN'S HOSPITAL

On Friday, May 18th, NFL star Adrian Wilson of the Arizona Cardinals and The Adrian Wilson Foundation partnered with Phoenix Children's Hospital (PCH) to host his First Annual Adrian Wilson Celebrity Xbox Tournament. The hugely successful fundraising event took place at The W Scottsdale Rooftop at 7277 East Camelback Road in Scottsdale; from 4-8pm. Tickets were \$35 for general admission, \$50 to play in the tournament and \$150 for VIP entrance which included the opportunity to challenge Adrian or one of his teammates to an Xbox match. Additional activities for children included face-painting, swimming, a photo wall, corn-hole, Kinect video games and balloon twisters.

Participating Celebrity Teammates included: Calais Campbell, Larry Fitzgerald, Rob Housler, Michael Adams, Patrick Peterson, Alfonso Smith, Rashad Johnson, Mike Leach, Stephen Williams and Kerry Rhodes.

Proceeds from the event went to Phoenix Children's Hospital to help fund their clinical programs and support services. As the only freestanding children's hospital in Arizona, many of PCH's clinical programs are the only facilities in the state where children can receive specialized pediatric services. Whether it's funding a specific type of treatment, purchasing new equipment, or ensuring that their technology is the most cutting-edge, the Adrian Wilson Foundation's gift will help fund the world class medical care PCH provides to their patients.

"I'm excited to have partnered with Phoenix Children's Hospital for my 1st Annual Xbox Fundraiser event. It is not only a great opportunity for me to connect with the community and the Cardinal's fans, but also a great opportunity for the whole valley," Wilson said. "With PCH being one of the largest Children's Hospitals in the country, my goal in partnering with them is to bring awareness and to help raise funds for a hospital that has treated so many children."

As part of Wilson's partnership, he also announced a mobile giving program. Cell phone owners can use their mobile phones to make \$5 donations to Phoenix Children's Hospital by texting HAND to 50555. (See attached image)

"We are very appreciative of Adrian's real commitment to Phoenix Children's," said Steve Schnall, the hospital's senior vice president and chief development officer. "Adrian uses his celebrity status to not only raise much-needed funds to support our patients and families, he takes time to visit them, attend PCH events and talk about our mission. Adrian is invested in our kids and truly cares."

Grand Prize winner, Blake Conway, received a 47" Flat Screen TV, a VIP Cardinals Game Day Experience package which includes 4 VIP tickets to any regular-season Cardinals game, parking passes and post game friends & family meet-n-greet, 2 custom Xbox controllers courtesy of EvilControllers, Nixon Watch (value \$500), 2 VIP movie passes and a High Point Gift Certificate (value \$200)..

Sponsors included: Arizona Cardinals, Muscle Milk, Xbox, Nike, High Point Shoes, Pop Chips and SmartWater.

For more information about how you can support Phoenix Children's Hospital, visit www.phoenixchildrens.com/ways-of-giving.

CONTACT: CeCe Carnie, Conversion Sports & Entertainment, Publicist
[ccarnie\(at\)conversionsande.com](mailto:ccarnie(at)conversionsande.com)



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