



NARDIMEDIA

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FOOTBALL LEGEND'S LEGACY HONORED AT HOMECOMING EVENTS AHEAD OF NEW BIOGRAPHY AND MOTION PICTURE *FREDDIE STEINMARK: FAITH, FAMILY, FOOTBALL REVEALS FIRST AUTHORIZED BIOGRAPHY OF YOUNG FOOTBALL STAR'S JOURNEY THROUGH CANCER, HIS FAITH, AND FOOTBALL*

**** Homecoming Events for Coverage; Authors & Family Members Available For Interviews; B-ROLL AVAILABLE ****

College football star and Denver hometown hero Freddie Steinmark captivated America's hearts, including President Nixon's, nearly 45 years ago. Now, his story lives on, and will be told all across America this fall, **both in bookstores and in movie theatres.**

In 1969, two days after "The Game of The Century" – a come-from-behind victory against Arkansas that ensured University of Texas the national championship – Freddie went to the doctor concerned about a pain in his left thigh. A biopsy revealed it to be osteosarcoma, or a cancerous tumor in the bone. Freddie's leg had to be urgently amputated. Americans watched closely as Steinmark confronted life's ultimate challenge, and his openness during his battle against savage odds helped **reframe the national conversation surrounding cancer and the ongoing race for a cure.**

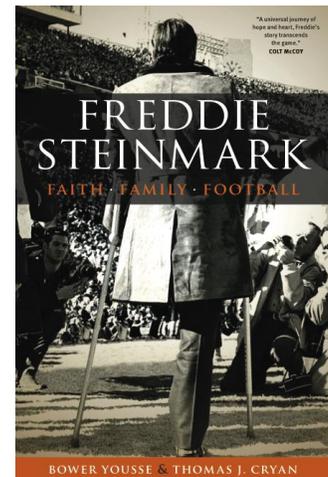
Freddie Steinmark: Faith, Family, Football (just released on September 1, 2015) is the first authorized account of Freddie's life written with complete access to the Steinmark family and their archives. The book takes the reader through Freddie's world of family, faith, and athletics, his tenure as a patient, and eventually **his role as spokesperson for the American Cancer Society, during which time he inspired President Nixon to promote and sign into Law the National Cancer Act and officially begin our nation's "War on Cancer."**

Freddie Steinmark: Faith, Family, Football coincides with this fall's major motion picture, "My All American," which will open nationally on November 13, 2015.

In honor of the book and movie releases, **Freddie's high school is hosting a schedule of homecoming events honoring this legendary alum.** Don't miss the opportunity to show your viewers a town coming together behind a truly inspiration person in their not-so-distant history.

WHO:

- **Bower Yousse and Thomas J. Cryan**, co-authors of the forthcoming book *Freddie Steinmark: Faith, Family, Football*
- **Sammy Steinmark**, brother of Freddie Steinmark
- **Freddie Joe Steinmark**, nephew of Freddie Steinmark (actor with part in the movie *My All American*)
- Dan McMinimee, Jefferson County School District Superintendent
- Jim Thyfault, Jefferson County School District Athletic Director
- Griff Wirth, Wheat Ridge High School Principal
- Nick DeSimone, Wheat Ridge Athletic Director / Assistant Principal
- Stacy Coryell, Wheat Ridge High School Head Football Coach
- Wheat Ridge High School Teachers
- Wheat Ridge High School Varsity Football Team



WHEN: Available at indicated homecoming events or by appointment.

Note to television and radio reporters, assignment editors, and producers: For a television or radio interview opportunity, please contact Tracey Lucas at 814-392-0609 or email tracey@nardimedia.com

SCHEDULE OF HOMECOMING EVENTS

A Night With Freddie Steinmark and Friends

September 30, 2015 7:00 pm

Wheat Ridge High School Auditorium

Bower Yousse – Wheat Ridge High School alum and co-author/screenwriter – will be giving an inspirational multi-media presentation covering his friendship and life with Freddie Steinmark. Bower will bring friends who played together with Freddie, classmates, family members, and more, to celebrate who and why Freddie Steinmark is still such an inspiration to all.

Wheat Ridge High School Homecoming Assembly

October 1, 2015 1:15 pm

Wheat Ridge High School Gymnasium

Wheat Ridge High School will celebrate a “homecoming” with students, alumni, and friends of the Farmers to honor Freddie Steinmark, his legacy, and of course the homecoming football game. Freddie Steinmark commemorative shirts with his jersey number 43 will be available. The assembly will have skits for homecoming royalty, the band, Poms and Cheers, as well as a tribute to Freddie and what he stands for at the high school.

Wheat Ridge High School Homecoming Game

October 1, 2015 7:00 pm

Wheat Ridge High School Football Field

Wheat Ridge High School will play Green Mountain High School in the 119th homecoming game. This night has been dedicated to the memory of Freddie Steinmark and his legacy. Students, staff, parents, fans, and little leaguers will all be wearing commemorative #43 jerseys and t-shirts in the stands. Alumni, former athletes who played with Freddie, and Freddie’s close friends and family will be in attendance and will be recognized at halftime. We will be using the scoreboard screen to bring back the memory of Freddie with quotes, photos, and hopefully previews of the upcoming feature film “My All American.” The school’s choir teacher is writing a song that the choir singers will sing at halftime about Freddie as well.

In addition to these events, the organizing committee is hoping to bring together the 87 recipients of the Colorado Steinmark Award – the most prestigious award that is given to a Colorado High School student athlete – for either the game and/or “A Night With Freddie Steinmark and Friends.”

Wheat Ridge High School is located at 9505 West 32nd Avenue in Wheat Ridge, CO.

ABOUT THE AUTHORS:

Bower Yousse is the co-author of *Freddie Steinmark: Faith, Family, Football*. A close friend and teammate of Freddie Steinmark as a young boy and teenager, Bower Yousse is a former award-winning creative executive with Young & Rubicam and other advertising agencies. Outside of the advertising industry, Bower is a successful freelance copywriter and producer. He has written several screenplays, magazine articles, and novel-to-screenplay adaptations. @SteinmarkBook

Thomas J. Cryan is the co-author of *Freddie Steinmark: Faith, Family, Football* and the author of *The Next Paradigm: Common Sense For This Generation* and *3 Principles: Building a Future in Peru and Latin America*. Cryan is a media executive and entrepreneur who has founded, invested in, and served on numerous boards within multimedia content.

ABOUT SAMMY STEINMARK:

Sammy Steinmark is the younger brother of Freddie Joe Steinmark, and was a special contributor to the book *Freddie Steinmark: Faith, Family, Football*, as well as a consultant to the movie *My All American*. Sammy played college football at the University of Texas under Coach Darrell Royal and the University of Wyoming, under Coach Fred Akers, who was Freddie Joe Steinmark's defensive back coach at Texas. Sammy then signed with the Minnesota Vikings of the NFL and the Denver Broncos. An injury ended his playing career and he became an assistant coach at Wyoming, an Assistant Coach at Air Force, and Assistant Head Coach at Navy before moving into a career as an executive in the oil industry.

ABOUT FREDDIE JOE STEINMARK:

Freddie Joe Steinmark is the son of Sammy Steinmark, and the nephew of Freddie Steinmark. Freddie Joe played college football at the Air Force Academy and the Colorado School of Mines, and is currently completing his bachelor's degree. Freddie has a small speaking role in the movie *My All American*, playing one of the players on the University of Texas team, and was a research assistant for the biography *Freddie Steinmark, Faith, Family, Football*.