

PAT TILLMAN FOUNDATION

Pennies for Pat Launches in Partnership with Midfirst Bank

Create positive change in the life of a Veteran, Servicemember or Military Family by collecting Pennies for Pat to raise funds for Tillman Military Scholars

Tempe, Arizona – February 8, 2010: In partnership with MidFirst Bank, the Pat Tillman Foundation is pleased to announce the launch of **Pennies for Pat**. This inaugural coin drive is a grass-roots fundraiser created to collect funds and generate awareness in support of the Pat Tillman Foundation.

Pennies for Pat runs in conjunction with the 6th Annual Pat's Run, the signature fundraising event of the Pat Tillman Foundation. During Pat's Run Packet Pick-up, the MidFirst Bank fundraising van will be on-site to collect and count the donated change. Pat's Run Pick-up will be held on the north end of Sun Devil Stadium, Wednesday, April 14 – Friday, April 16, 2010 as well as race day, Saturday, April 17, 2010.

Schools, businesses and individuals are encouraged to collect change now through April 16th and to stop by ASU Sun Devil Stadium during Pat's Run Packet Pick-up to donate their Pennies for Pat. Set a goal to collect one mile of pennies = 84,480 or better yet the length of Pat's Run - 4.2 miles = 354,816 pennies!

Even if you are not running Pat's Run you can make a difference and support the Tillman Military Scholars program by donating to the Pat Tillman Foundation through the MidFirst Bank fundraising van or by visiting any Valley MidFirst banking center through April 30, 2010. No need to roll the coins, MidFirst Bank coin counting services will do that for you.

Encourage supporters to participate by donating a "Penny for their thoughts" – what inspires them? How did Pat inspire them? Email great stories to hschader@pattillmanfoundation.org

In 2004, after Pat died while serving with the 75th Ranger Regiment in Afghanistan, his family and friends established the Pat Tillman Foundation. Pat's Run, the Foundation's signature fundraising event, was created to give the community a way to celebrate Pat's memory while raising important funds and awareness to support the Pat Tillman Foundation. The 4.2 mile walk/run is staged so that all participants finish on the 42-yard line of Sun Devil Stadium, symbolic of the #42 jersey that Pat's wore while he was a Sun Devil.

Proceeds from the event support the Tillman Military Scholars program. Launched in January 2009, the program provides veterans and active servicemembers and their dependents with financial resources to advance their greater educational goals and service to our country. Through the generous support of individuals, corporations and organizations throughout the country, the Pat Tillman Foundation strives to increase the amount of funds awarded nationally

each year to \$3.6 million, representing the NFL contract Pat walked away from when he enlisted in the U.S. Army.

The **Pat Tillman Foundation** is a national leader in providing resources and educational support to veterans, active servicemembers and their dependants. The Tillman Military Scholars program aids all veterans and specifically the ever-growing population of veterans and dependents of the Iraq and Afghanistan conflicts.

Inspired by the distinguished life and legacy of Pat Tillman – professional athlete, military hero and a man of strong character and kindness – the Pat Tillman Foundation is building a community of scholars dedicated to improving their own lives, the lives of their families and their country by creating a spirit of service.

For more information on the Pat Tillman Foundation, visit www.patillmanfoundation.org, For more information on Pat's Run, visit www.patsrun.com

MidFirst Bank offers the Valley many convenient banking options with 7 day-a-week banking, free ATMs nationwide and free coin counting for the community. The MidFirst Bank fundraising van is also available to assist local schools with their fundraising activities.

MidFirst is the third largest privately owned bank in the United States and the largest privately owned bank in Arizona, with more than 20 offices across the Phoenix metro area. MidFirst is a member of the Midland Group of Companies which has served the financial needs of the nation for more than 55 years. MidFirst Bank has offices in Phoenix, Oklahoma City, Tulsa, New York, Chicago, Houston, Atlanta and Southern California.

For more information on Midfirst Bank, visit www.midfirstbank.com

###

Contact:

Heather Schader, PR & Marketing Manager

hschader@patillmanfoundation.org | 480-621-4074