

My Cause My Cleats

NFL PLAYERS LACE UP FOR CHARITABLE CAUSES WITH MY CAUSE MY CLEATS CAMPAIGN

***Players across league to wear custom cleats reflecting their
commitment to charitable causes during Week 13 games***

League-wide reveal of players' customized cleats

NFL players will again have the chance to share the causes that are important to them during all Week 13 games, as part of the NFL's [My Cause My Cleats](#) campaign. The initiative is a culmination of collaborative work between the NFL and players across the league. More than 800 players are planning to showcase their causes on-field during Week 13 games, and the topics they selected represent hundreds of different charitable organizations, from ones that focus on youth wellness to those that work on sex trafficking prevention to those that support single parents.

New this year, the NFL celebrated **Unboxing Day**, a league-wide unveiling of NFL players' Week 13 customized cleats. From hospital visits to classrooms and locker rooms to stadium fields, players unveiled their cleats in unique ways on Giving Tuesday, November 28. Beginning on Unboxing Day and continuing through Week 13 games, players will share images of their cleats and the stories behind them on social media, using the hashtag **#mycausemycleats**.

In Week 8, the league launched an online platform on [NFL.com](#) to tell the stories behind players' cleats via digital features and profile cards. Many players have worked directly with Nike, Under Armour and adidas to design their cleats, which were revealed on Unboxing Day and worn on-field for all Week 13 games. Additionally, some teams worked with an independent customizer to design cleats for players on the team who opted to participate in the campaign.

Every cleat tells a story. Raiders quarterback **DEREK CARR** will use his cleats to [tell the story of his son](#), Dallas, who was born with intestinal malrotation, and will raise awareness for the help and support hospitals like Valley Children's Healthcare offer to families with children in need. Driven by the [story of Cincinnati's Gabriel Taye](#), an 8-year-old boy who committed suicide in January after repeated bullying at school, Bengals defensive end **CARLOS DUNLAP** will raise awareness about the dangers of bullying and how to be a difference maker in stopping it. Many players have opted to join forces in support of causes they care about, including the areas of social justice and equality. Eagles safety **MALCOLM JENKINS** (Malcolm Jenkins Foundation), Bengals defensive end **MICHAEL JOHNSON** (MJ93-90 Foundation) and Ravens tight end **BENJAMIN WATSON** (International Justice Mission) are three of several players across the league using their cleats to effect social change and raise awareness for human rights, race relations and criminal justice reform. Several players, including Browns running back **ISAIAH CROWELL**, Buccaneers wide receiver **MIKE EVANS**

and Dolphins wide receiver **KENNY STILL**, will wear cleats that tell the story of treating all people with respect and dignity and sidelining racism through the Ross Initiative in Sports for Equality (RISE) nonprofit organization. These are just a few examples of the causes important to players and the ways they'll express their commitment.

"Our players are passionate supporters of many charitable causes and serve as changemakers in their communities," said NFL Commissioner **ROGER GOODELL**. "We are excited to build upon last year's success and work with our players to expand this unique platform that enables them to raise awareness for causes they support."

Players will have the opportunity to raise funds for the cause of their choosing by auctioning their cleats off at [NFL Auction](#); 100% of funds raised will be donated to charities selected by players. Fans may bid on game-issued player cleats at [NFL.com/Auction](#) and help players raise funds for their chosen causes.

To learn more about the *My Cause My Cleats* campaign, visit www.nfl.com/mycausemycleats.

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