



For Immediate Release

January 26, 2010 Davie, FL

NATIONAL SIGNING DAY CELEBRATION AND “LIVE” TV SHOW!

The 2nd Annual South Florida High School Football Show- Signing Day Celebration and “LIVE” TV Show will take place on February 3rd at Dave & Buster’s Hollywood. The Signing Day Celebration starts at 6pm and LIVE TV show airs NBC6 at 7:30pm. The event is hosted by Joe Rose and Adam Kuperstein along with special guests including Recruiting Analyst Larry Blustein.

ALL senior football players in Miami-Dade, Broward and Palm Beach County, along with coaching staffs, Athletic Directors, families and friends are invited to be a part of the TV show and celebration at Dave & Buster’s Hollywood. Last year the show was billed as “The largest gathering of high school recruits ever in South Florida”.

During the TV Show, The Scion Player of the Year Trophies for Miami- Dade and Broward County will be awarded along with \$2,000 school donation winners. A select number of un-committed players will announce a selection and sign LIVE on air plus the show will feature highlights from that days earlier signings from around South Florida.

Come out and join us or watch the show as the players celebrate the next step in their athletic and academic careers. This special night is possible because of our partners including USArmy, Scion, Dave & Busters, Muscle Milk, VIP Miami, BP Gasoline, and NBC6.

For questions, more information or to confirm player or coaches’ attendance please visit www.southfloridahighschoolfootball.com or CALL 954.862.1726 ext. 1189 or email lderemigis@arenaadv.com

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A production of Arena Advertising and Sports Marketing, Inc located in Davie, FL, The South Florida High School Football Show will enter into its’ 7th season in August 2010. The show is a comprehensive combination including a 30-min TV show on NBC6, a LIVE play-by-play radio broadcast of a premier game each week, website www.SouthFloridaHighSchoolFootball.com along with on-site grass roots marketing elements to cover high school football in South Florida. During the past six (6) years the show and our partners/ sponsors have joined together to award sixty (60) academic athletic scholarships to male and female students in Broward and Miami-Dade Counties. This past year’s partners include: USArmy, Eastbay, Papa John’s, Scion, BP Gasoline, Dance Theatre, Dave and Buster’s, American Intercontinental University, VIP Miami, MetroPCS, UHealth Sports Medicine and Muscle Milk.



What: National Signing Day Celebration & TV Show

Date: Wednesday, February 3, 2010

Time: 6:00pm start, 7:30pm Live TV Show

Location: Dave & Buster's in Hollywood
3000 Oakwood Boulevard
Hollywood, FL 33020

Who: Joe Rose and Adam Kuperstein along with special guest Larry Blustein
a production of Arena Advertising & Sports Marketing, Inc and NBC6



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