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CONTACT:

Jeffrey Travers

202-222-8382 or 202-772-0436

jeff.travers@fightforchildren.org

**KEITH GORDON, FORMER PRESIDENT OF
NATIONAL FOOTBALL LEAGUE PLAYERS INCORPORATED,
TO JOIN FIGHT FOR CHILDREN AS CHIEF OPERATING OFFICER**

*Gordon to Oversee Fight Night and All Business Functions of
25-Year Old Non-Profit Organization
Serving Low-Income Children in Washington, DC*

WASHINGTON – March 12, 2015 – Fight For Children announced that Keith Gordon will join the organization as Chief Operating Officer on March 16. For over 25 years, Fight For Children has addressed the health and education needs of low-income children in Washington, DC. Gordon will assume direct responsibility for the continued growth of Fight Night, one of Washington’s most successful fundraisers, as well as Fight For Children’s communications, marketing, development, human resources, finance, and strategic planning functions.

“As Chief Operating Officer, Keith rounds out a talented staff led by President & CEO Michela English,” said Raul Fernandez, Chairman of Fight For Children. “I am convinced that Keith, with his unique combination of entrepreneurial leadership, as well as strong business and partnership development skills, is the right person at the right time to help Michela and the Board of Directors position Fight Night and Fight For Children for long-term success.”

Gordon was most recently the President of National Football League Players Incorporated, a unit of the National Football League’s Players Association, where he spent six years successfully leading the organization during a key time of growth and expansion. Previously he held positions at The Lavidge Company in Scottsdale, Arizona where he oversaw their sports marketing division. He also spent seven years at the National Basketball Association where he was part of the team marketing and business operations (TMBO) group, and ultimately led business development for their global merchandising group. Gordon has a Bachelor of Arts in Political Science from Arizona State University and is active in many civic and community-based groups in the region, including the DC chapter of the Young Presidents Organization (YPO).

“I am excited to put my energy and experience to work and make a meaningful impact on the lives of children in our community,” commented Gordon. “Fight For Children is one of the most respected non-profit organizations in the region, and I am grateful for the opportunity to join this dynamic team.”

“I am thrilled to welcome Keith to the Fight For Children team as we celebrate our 25th anniversary. His energy and enthusiasm for our mission, his business and organization-building experience, and his connections to the next generation of civic leaders will prove invaluable to us as we begin our next quarter century of service,” said Michela English, President & CEO.

Fight For Children was assisted in its search for a Chief Operating Officer by Annie Linehan Czerwinski of LeaderFit.

About Fight For Children

The late Joseph E. Robert, Jr., created Fight For Children and Fight Night in 1990 as a way to marshal resources to help low-income kids in the nation's capital secure a brighter future. Since 2012, Raul Fernandez, Vice Chairman of Monumental Sports and Entertainment, has served as Chairman of Fight For Children.

In addition to Fight For Children’s grant partnerships, its programs focus on improving the quality of early childhood and K-12 education in DC. Fight Night, Fight For Children’s signature fundraiser, brings together 2,000 heavyweights of business, government, entertainment and community service, for an evening of fun, auctions, exciting entertainment, and live professional boxing bouts. One of the most highly acclaimed events in Washington, Fight Night raises funds for Fight For Children and other organizations that provide education and health care services to low-income children. For further information, please visit www.fightforchildren.org.

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