



Payton's Play it Forward Foundation

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PAYTON'S PLAY IT FORWARD FOUNDATION ANNOUNCES DATE FOR BLACK AND GOLD GALA

First Bank and Trust title sponsor for Oct. 1, 2010 Gala

NEW ORLEANS, LA (June 1, 2010) - Sean Payton, head coach of the World Champion New Orleans Saints, and his wife Beth, recently announced the date for the second **Black and Gold Gala**. Presented by **First Bank and Trust**, this popular event will be held on **Friday, Oct. 1, 2010**, on the floor of the **Superdome**.

The Black and Gold Gala benefits **Payton's Play It Forward Foundation (PPIFF)**, created by Payton and his wife in 2008. The foundation's mission is to raise funds and awareness for organizations working with families and children in the areas of health, education, and social welfare.

The event will include an all-star line-up ranging from Payton himself, prominent members and players of the Saints' organization, as well as some great entertainers, including hometown favorite **Better Than Ezra** and honorary chair, country music artist and Louisiana native **Sammy Kershaw**.

Funds raised during the Black and Gold Gala will be distributed to **Feed the Children**, which will provide semi trucks full of food to many organizations in the Gulf Coast region, and the **Dr. Phil Foundation**, helping families and children in need along the Gulf Coast. A special donation will be made to the **Protect Our Coastline.org** in honor of Kershaw for his dedication to the people of Louisiana; in addition, some proceeds will be awarded to smaller organizations in the area.

"My wife and I agree that creating this foundation is one of our best accomplishments," states Payton. "As thrilled as I was to help bring a Super Bowl trophy home to New Orleans, these endeavors off the field directly help people, and that's something very special.

"The money raised from this year's Gala will go towards the welfare of those in need here and across the Gulf Coast," continued Payton. "From those affected by the Gulf oil spill to those still recovering from Katrina, we are committed to providing relief to those close to home."

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First Bank and Trust presents Black and Gold Gala on Oct. 1/page two

The Gala will include both silent and live auctions, seated dinner and entertainment. A limited number of sponsorships and individual tickets are available.

“It’s a spectacular event,” states PPIFF executive director Karen Hegner. “Patrons love having the opportunity to stand on the 50-yard-line of the Superdome; our top-level sponsors are treated to a special locker room experience.”

For more information on the event, including tickets, sponsorships and auction donation opportunities, contact Karen Hegner at 214-529-6681 or karenhegner@aol.com.

About Payton’s Play It Forward Foundation

Founded in 2008 by New Orleans Saints head coach Sean Payton and his wife, Beth, the mission of Payton’s Play it Forward Foundation (PPIFF) is to improve the quality of life for local families through educational-based initiatives, increased and improved health-care support systems, and social welfare through research, education and professional services for disadvantaged and disabled individuals and families in the Greater New Orleans area and across the Gulf Region. In operation since 2008, Payton’s Play It Forward Foundation has distributed more than \$500,000 to local charities. For more information, visit www.paytonisplayitforwardfoundation.com.

About Protect Our Coastline.org

Responding to the tremendous need for help for the fisherman and shrimpers along the Louisiana coast, Protect Our Coastline has been organized to provide direct relief for those facing financial devastation because of the oil spill in the Gulf of Mexico. Protect Our Coastline.org works directly with the Louisiana Seafood Board and the Louisiana Wildlife and Fisheries Foundation to identify those in most need of assistance and ensure all proceeds are going directly to those who have been hit hardest by the oil spill. For more information, visit <http://www.protectourcoastline.org>.

About Feed The Children

Founded in 1979, Feed The Children is consistently ranked as one of the 10 largest international charities in the U.S., based on private, non-government support. Feed The Children is a Christian, international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disasters. In FY 2008, Feed The Children distributed more than 133 million pounds of food and other essentials to children and their families in all 50 states and internationally, supplementing more than 760,000 meals each day. For more information, visit www.feedthechildren.org.

About The Dr. Phil Foundation

The Dr. Phil Foundation is committed to supporting organizations and programs that build awareness and offer solutions to address the emotional, physical, mental and spiritual needs of children and families. The Foundation was created by Dr. Phillip C. McGraw, best-selling author, and host of the daytime television series, Dr. Phil. It’s another weapon in Dr. Phil’s arsenal to fight the “silent epidemics” in America — those problems that cripple our society in subtle but undeniable ways. To accomplish its mission, the Foundation seeks financial and in-kind support from individuals and corporations to support programs in areas such as education, music and the arts, children’s health and disaster relief. For more information, visit www.drphilfoundation.org.

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