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SCREENING OF NEW BIOGRAPHY AND MAJOR MOTION PICTURE ABOUT FOOTBALL LEGEND WHO INSPIRED AMERICA'S "NATIONAL CANCER ACT"

Authors Of Freddie Steinmark: Faith, Family, Football And Producers of the Major Motion Picture "My All-American" Presented The New Book and Movie to Congress To Commemorate America's War On Cancer

**** Co-Authors Hosted Evening Honoring Freddie Steinmark with Special Guests Rep. Ed Perlmutter (D-CO), Rep. Lamar Smith (R-TX), Opening Remarks From Dr. C. Norman Coleman, Associate Dir., NCI ****

College football star Freddie Steinmark captivated America's hearts, including Congress' and President Nixon's, nearly 45 years ago, when his life story helped inspire the creation of the "National Cancer Act of 1971," and sparked the nation's war on cancer.

On **Monday, November 16, 2015, at 7:30 PM in the Grosvenor Auditorium of the National Geographic Society** in Washington, DC, the first-ever authorized biography *Freddie Steinmark: Faith, Family, Football* was presented to Congress and staff, followed by a screening of the major motion picture based upon the life of Freddie Steinmark, *My All American*. **The presentation to Congress of Freddie's story included special guests Congressman Ed Perlmutter (D-CO), Congressman Lamar Smith (R-TX), and Dr. Coleman of The National Cancer Institute.**

In 1969, two days after playing bravely in "The Game of the Century" — a come-from-behind victory over Arkansas that ensured the University of Texas the National Championship — Freddie went to the doctor concerned about a pain in his left thigh. A biopsy revealed a cancerous bone tumor. Treatment required the urgent amputation of his leg, at the hip. Americans watched closely as Steinmark confronted life's ultimate challenge. His openness during his 17-month battle with cancer helped reframe the national conversation surrounding cancer and the ongoing race for a cure.

"Freddie is both a local hero and a national icon for his perseverance, resilience, and contribution to our country. Freddie's contributions helped inspire the National Cancer Act of 1971, and I hope his story continues to inspire our country and efforts to fund cancer research."

-Rep. Ed Perlmutter (D-CO), from Wheat Ridge, CO, Freddie's hometown

"Freddie Steinmark was an inspiration to many both on and off the football field. His character and resilience make him forever a hero in the heart of Texans. I am honored to join my colleagues in recognizing his incredible contributions during his much-too-short life."

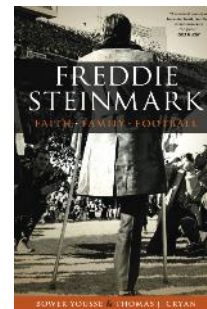
-Rep. Lamar Smith (R-TX), from Austin, Freddie's college town at the University of Texas

"Freddie set us on our present course to find a cure, with the firm belief that cancer, in all its insidious forms, is a disease we can beat. We are honored to have the opportunity to share Freddie's inspiring story with members of Congress and the National Cancer Institute."

-Bower Yousse, Freddie's friend and co-author, *Freddie Steinmark: Faith, Family, Football*

*Freddie's story is a universal journey of hope and heart. We are privileged to be a part of spreading the word via both our newly published book and our movie *My All American* in theaters today."*

-Bud Brigham, Executive Producer, "My All American"



For press inquiries, please contact Tracey Lucas at tracey@nardimedia.com or call 814-392-0609.

ABOUT THE BOOK:

The new biography *Freddie Steinmark: Faith, Family, Football* (released September 1, 2015) is the first authorized account of Freddie's life written with complete access to the Steinmark family and their archives. The book shows the reader **how he inspired and ignited Congress to draft and pass, and President Nixon to sign into law in December of 1971, the "National Cancer Act of 1971", and officially begin our Nation's "War on Cancer."**

ABOUT THE MOVIE:

This powerful and moving book *Freddie Steinmark: Faith, Family, Football*, coincides with the **November 13th Release of the major motion picture, "My All American,"** starring Aaron Eckhart as legendary Texas Coach Darrell Royal and Finn Wittrock as Freddie Steinmark.

ABOUT THE AUTHORS:

Bower Yousse is the co-author of *Freddie Steinmark: Faith, Family, Football*. A close friend and teammate of Freddie Steinmark as a young boy and teenager, Bower Yousse is a former award-winning creative executive with Young & Rubicam and other advertising agencies. Outside of the advertising industry, Bower is a successful freelance copywriter and producer. He has written several screenplays, magazine articles, and novel-to-screenplay adaptations. @SteinmarkBook

Thomas J. Cryan is the co-author of *Freddie Steinmark: Faith, Family, Football* and the author of *The Next Paradigm: Common Sense For This Generation* and *3 Principles: Building a Future in Peru and Latin America*. Cryan is a media executive and entrepreneur who has founded, invested in, and served on numerous company boards, with ventures focused on multimedia content.