



“Because Not All Radio Stations Are Created Equal”

Chadrad Communications, Inc.
226 Bordeaux St - Chadron, NE 69337
308-432-5545 fax 308-432-5601
E-mail: kcsr@chadrad.com

(Neb.)-Upper Deck to produce Team Jack rookie card



By: Andrew Lacy Posted at: 04/16/2013 12:06 PM

Carlsbad, CA (April 16, 2013) – On Saturday, April 6, a crowd of more than 60,000 fans rose to their feet at Memorial Stadium and cheered louder than they ever had before at a spring game. Seven year old cancer patient Jack Hoffman took a handoff from quarterback Taylor Martinez and made his way 69 yards through a sea of defenders for a touchdown and celebrated with the entire team in the end zone. The video of the magical moment immediately went viral and has already been viewed more than seven million times on YouTube.

Now Jack will be receiving more recognition in the form of his own Upper Deck rookie card.

“Jack is the type of inspirational athlete who absolutely deserves an Upper Deck rookie card,” said Upper Deck’s sports marketing manager, Chris Carlin. “Upper Deck does not want to risk Jack’s amateur status with the NCAA so the card we created will not be part of a mainstream trading card release. Jack had a larger than life moment on the field that day for Nebraska which is why Upper Deck is creating a limited number of promotional blow-up rookie cards for Jack to sign and use for

charitable purposes. Upper Deck is proud to play a small role increasing awareness in Jack’s cause and we are excited to be a part of ‘Team Jack!’”

“We are humbled that a prestigious sports card company like Upper Deck would take such an interest in our son Jack,” said Andy Hoffman, Jack’s father. “We are so thankful for their interest in joining our family in the fight against pediatric brain cancer. With their help, we will be able to keep moving the ball forward by getting this devastating disease elevated onto the national agenda.”

Team Jack will be releasing details on how fans can bid on these signed promotional cards in the coming weeks. In the meantime, Upper Deck encourages everyone to check out the “Team Jack” official website and to like the “Team Jack” Facebook page.