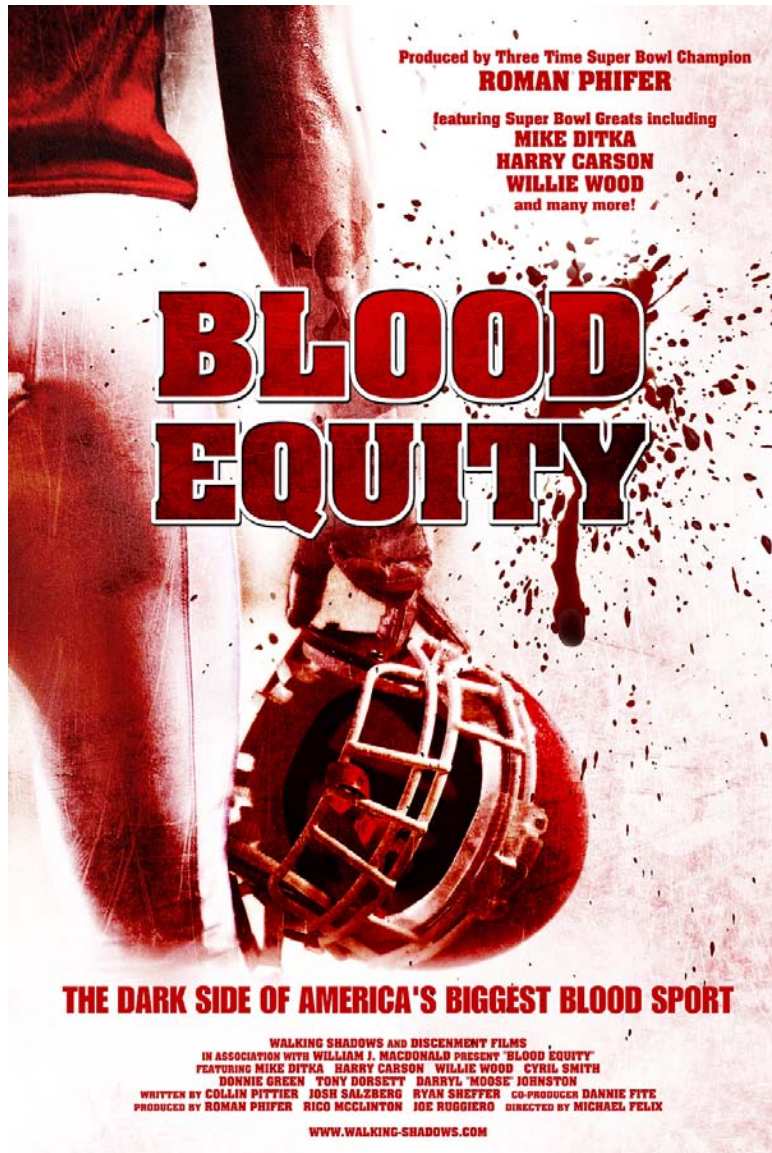


**WALKING SHADOWS
PRESENTS**



Preliminary Production Notes • Not for Publication

Running Time: 63 Minutes / Not Rated
Documentary / In Color / English / Video

Distributor Contact:
Walking Shadows
310-855-3366
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TAGLINE

The Dark Side of America's Biggest Blood Sport

SHORT SYNOPSIS

Roman Phifer – the three time Super Bowl Champion and Assistant Coach for the Denver Broncos – produced this hard hitting film that focuses on the issues facing former NFL Players following their retirement, including their ironic struggle against the NFL Player's Union and the Owners they made rich.

The film features interviews with many guys who were once the face of the league, Hall of Famers and some lesser known players, who share heartfelt and personal testimonies of living their dreams as NFL players – as well as the dark side of that life and some of the unforeseen nightmares.

The film features intense, passionate interviews with such notables as Mike Ditka (Player Super Bowl V, VI; Coach Super Bowl XX), Harry Carson (Super Bowl XXI), Willie Wood (Super Bowl XXIV), Cyril Smith, Donnie Green, Tony Dorsett (Super Bowl XXXVII), Darryl "Moose" Johnston (Super Bowl XXX), give the inside story on what its like to live after the NFL.

FEATURING

Mike Ditka	Himself (Player Super Bowl V, VI; Coach Super Bowl XX),
Harry Carson	Himself (Super Bowl XXI)
Willie Wood	Himself (Super Bowl XXIV)
Tony Dorsett	Himself (Super Bowl XXXVII)
Darryl "Moose" Johnston	Himself (Super Bowl XXX)
Cyril Smith	Himself
Donnie Green	Himself

CREW

Produced by	Roman Phifer
	Rico McClinton
	Joe Ruggiero
Associate Producer	William J. Macdonald
	Louisa Spring
Co-Producer	Dannie Fite
Directed by	Michael Felix
Written by	Collin Pittier
	Josh Salzberg
	Ryan Sheffer

ABOUT THE FILM

Blood Equity is a documentary produced by Discernment Films: retired NFL veteran Roman Phifer and his partners Rico McClinton and Joe Ruggiero. The film covers issues and the struggles regarding lack of support for disabled, disadvantaged and disenfranchised retirees of the NFL and NFL Player's Association.

Blood Equity features interviews with Sylvia Mackey, Mike Ditka, Harry Carson and Tony Dorsett, Willie Wood and others.

Production for **Blood Equity** began in June 2007, approximately the same time John Conyers and Linda Sanchez convened their first hearings on the issue in Washington D.C. Prior to its completion the film and Roman himself were the Cover Story of then HBO's **Inside the NFL with Bob Costas** (WK#13). Post-production was completed in early January 2008.

Roman was very moved what he witnessed while attending a 2007 NFL Player's Association retiree meeting in Atlanta. 15 years of suiting up and being part of winning three Super Bowl championships has afforded this Gridiron Warrior with many privileges in life. He decided to take advantage of the opportunity to give back to the Game that he loves.

Blood Equity presents a montage of impassioned voices and evoking images that adds dimension to substantiating and validating the breadth and depth of the problem. The mission "Be a part of the solution" is the first priority of the long-term goals and objectives of the Film. Deep religious and spiritual beliefs and convictions led Roman to rolling up his sleeves and accepting humbly with honor the call to suit up in a new uniform to be an activist, advocate and agent of change.

Commitment, courage and equity paid for with the blood and sweat of every player who has suited up for every game since it's beginning. This is what forged the foundation for the popularity and profitability of America's favorite professional spectator sport. There is an undeniable bond that ties the youngest to the eldest member of this unique fraternity. Player compensation today is at a record high. However players are not acknowledged or considered equitable stakeholders in the governance or business of the game. This disparity has contributed to the challenges faced by some of the games greatest stakeholders. Being disabled, disadvantaged and/or disenfranchised is not a choice. It is a choice to fight for the right to live your life with dignity.

ABOUT THE PRODUCERS

ROMAN PHIFER / PRODUCER

Roman Phifer was born March 5, 1968 in Plattsburg, NY. He was drafted in 1991 as a Linebacker by the Los Angeles Rams. Coming out of UCLA, he was the 31st pick in the draft. Roman also played for the St. Louis Rams, the New York Jets, and the New England Patriots, where he was a part of three World Championships. He finished his fifteenth year in NFL as a partial season with the NY Giants. In his NFL career, he played 211 games, landed 1134 tackles (882 solo, 252 assisted), 29 sacks and 11 interceptions. He is currently an Assistant Coach for the Denver Broncos. Roman, his wife Linda and their three kids reside in Los Angeles, CA.

RICO McCLINTON / PRODUCER

Rico McClinton was born November 27, 1965 in Los Angeles, CA. Rico has personally trained top NFL athletes for approximately 12 years. Such names include Shawn Merriman, Roman Phifer, Broderick Bunkley, and Jamal Anderson, just to name a few. He has also been involved in acting for the past eight years landing roles in television shows such as ALIAS and CSI: MIAMI and also within several independent features. Rico currently resides in Los Angeles, California with his wife Angel and their three kids.

JOE RUGGIERO / PRODUCER

Joe Ruggiero was born in Akron, Ohio in 1973. He attended Crespi Carmelite High School and lettered in Football, Baseball and Track. He later played Football and Baseball at Whittier College. He signed a minor league contract

with the Antelope Valley Ravens in 1995. Joe has worked on The Price is Right, The Late Late Show with Tom Snyder and Real TV. Joe currently lives in Santa Monica, CA.

WILLIAM J. MACDONALD / ASSOCIATE PRODUCER

William J. MacDonald is an American film and television writer and producer.

Bill is a graduate of Georgetown University, and has a law degree from Fordham University in New York. With a background in international trade and business affairs, he eventually rose to run the famed Hollywood Producer Robert Evans' production company at Paramount Pictures.

Bill is responsible for producing such films as SILVER, JADE, AN OCCASIONAL HELL, ROUGH RIDERS, MOLLY and ONE MAN'S HERO. He has also written for the TNT series, WITCHBLADE which ran from 2001-2002.

Bill is also the co-creator of the HBO original series ROME (in association of the BBC) along with Bruno Heller and John Milius. MacDonald serves as a writer and executive producer on the series.

The Gridiron Greats Assistance Fund is a non-profit, 501(c) (3) corporation, established to provide financial assistance and coordinate social services to retired NFL players in dire need of support.

The Gridiron Greats Assistance Fund provides hands-on assistance and financial aid to help retired NFL players deal with some of the hardships they may encounter after football. Many of these players lack funds, disability coverage or pension benefits. Thus the GGAF focuses on the humanitarian side of these players, treating them with dignity, and addressing the post-football related issues in their lives.

The Gridiron Greats Assistance Fund Board of Directors includes Mike Ditka, Gale Sayers, Marv Levy, Greg Brown of Motorola and Jimmy Johnson. There is also an advisory committee that includes Shayne Graham, Jason Kyle, Josh Miller, Chris Jacke, Frank Winters, Jim Andrews, Tom Cundy, Jim Marshall, and Joe DeLamielleure.

The GGAF Board is also supported by a large and prominent group of over 150 retired NFL players and coaches who participate in events and initiatives with the Board and the GGAF to raise awareness and monies to benefit the needs of their former teammates.

Contact us to learn more about the GGAF and ways to support its efforts:

CONTACT:

Gridiron Greats Assistance Fund

707 Skokie Blvd. Suite #600

Northbrook, IL 60062

email: info@gridirongreats.org

<http://www.gridirongreats.org/donate/>