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Heisman Contact:
Tim Henning
(212) 425-7000
Tim@Heisman.com



MARTY LYONS NAMED 2011 HEISMAN HUMANITARIAN RECIPIENT

Lyons honored for his significant charitable contributions to terminally ill children.

New York, NY – November 14, 2011 -- The Heisman Trophy Trust announced today it has selected former University of Alabama and New York Jets defensive tackle **Marty Lyons** as the sixth recipient of The Heisman Humanitarian Award. The award will be formally presented to Lyons at the 77th Annual Heisman Memorial Trophy Dinner on Monday, December 12, 2011 at the New York Marriott Marquis.

The Heisman Trust's mission is to preserve the integrity of the trophy and to provide opportunities for underserved youth and other members of our society.

The Heisman Humanitarian Award was established in 2006 to recognize those in the world of sports who give significantly of themselves to serve their communities and to improve the lives of others. Marty Lyons was drafted by the New York Jets in the first round of the 1979 NFL Draft. Lyons enjoyed a very successful professional football career with the New York Jets. While still active as a player, Lyons established The Marty Lyons Foundation when he realized there was much more to life than football. The Marty Lyons Foundation was established to fulfill the special wishes of children who have been diagnosed as having a terminal or life threatening illness by providing and arranging special wish requests. Since 1982 more than six thousand wishes have been granted to children suffering life threatening or terminal illnesses.

“The Trust is honored to name Marty Lyons as the 2011 Heisman Humanitarian,” said **William J. Dockery**, Heisman Trophy Trust President. “Marty has made a difference in many young people's lives. He has given thousands of children and their families a temporary respite from their illnesses and the ability to create positive memories with their families. What could be better? We hope that others will emulate Marty's selfless work.”

In addition to a plaque commemorating the award, Lyons will receive a \$50,000 donation from The Heisman Trophy Trust to The Marty Lyons Foundation, Inc.

Marty joins an exemplary group of former Heisman Humanitarian winners who include: **Joey Cheek**, Olympic speed skating gold medalist; for his noble dedication and contributions to the children of Darfur; **George Martin**, former defensive end of The New York Giants, who walked across America to help raise funds for those individuals suffering from their selfless efforts as rescue and recovery workers at Ground Zero after 9/11; **Pat LaFontaine**, former NHL star whom through his Companions in Courage Foundation, helped to build interactive playrooms in Children's hospitals to replace the isolation of hospitals with the connections to family, friends and celebrities for the sick children; **Mia Hamm**, world-renowned soccer player; who raises funds and awareness for families needing marrow or cord blood transplants and continuing the growth in opportunities for young women in sports, two very important issues to Ms. Hamm; and **Warrick Dunn**, former NFL running back, who has provided homes for single parent families to honor his mother's memory.

Tickets to the annual Heisman Dinner are available for purchase at www.heisman.com.

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About The Heisman Trophy Trust

The Heisman Memorial Trophy annually recognizes the outstanding college football player in the United States. Winners epitomize great ability combined with diligence, perseverance, and hard work. The Heisman Trophy Trust ensures the continuation and integrity of this award. The Trust, furthermore, has a charitable mission to support amateur athletes and to provide greater opportunities to the youth of our country. Our goal through these charitable endeavors is for The Heisman Trophy to symbolize the fostering of a sense of community responsibility and service to our youth, especially those disadvantaged or afflicted.

About The Marty Lyons Foundation, Inc.

The Marty Lyons Foundation was established in 1982 to fulfill the special wishes of children who have been diagnosed as having a terminal or life threatening illness by providing and arranging special wish requests. For more information visit: martylyonsfoundation.org.