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Miami Dolphins and AARP Foundation Jointly Announce Landmark Deal Impacting 50-plus Community In South Florida

The Miami Dolphins have entered into a new relationship with AARP Foundation which will positively impact the South Florida region in an effort to help older adults facing challenges with hunger, isolation, income and housing needs. The five-year deal marks the first time the charity has teamed with an NFL franchise on this scale.

“We are excited to partner with AARP Foundation in an effort to improve the quality of life for South Floridians age 50-plus, many of whom are Dolphins fans,” Dolphins President & CEO Tom Garfinkel said. “It is a privilege to be selected as the first NFL franchise AARP Foundation will locally activate its nationwide efforts around housing, income, hunger and isolation. It was clear very early in our discussions our organizational values and commitment to the community are aligned.”

“AARP Foundation’s new relationship with the Miami Dolphins means that together we can begin to eliminate the root causes of food insecurity, economic hardship, isolation and inadequate housing facing vulnerable older adults in South Florida,” said AARP Foundation President Lisa Marsh Ryerson. “We’re geared up and ready to tackle these issues through our shared passion for making a significant difference in the lives of those who need it most.”

Each quarter of the year, the Dolphins will focus on impacting one of the four priorities of AARP Foundation – hunger, isolation, income and housing – with a media campaign, unique content and an event. An element of the agreement with AARP Foundation includes the franchise hosting a large-scale meal-packing event on September 20th at the Doctors Hospital Training Facility at Nova Southeastern University, to help address the issues of hunger facing adults 50 and older. The Membership Community Service Project will include the full roster of Miami Dolphins players, coaches, key executives, Dolphins Members, fans, corporate partners and volunteers working together with the goal to pack one million meals for older adults and their families in the South Florida region. The following day, AARP Foundation will serve as the game day sponsor for the September 21st matchup against the Kansas City Chiefs at Sun Life Stadium.

Additional aspects of the joint relationship with the Dolphins and AARP Foundation include hosting a financial workshop for fans over 50 to help address the concerns of insufficient income among those 50 and older. As part of the housing component of this effort, the Dolphins will assist people in the region by providing tips on affordable living as well as home rehabilitation. In addition, Dolphins volunteers plan to make surprise visits to 50-plus communities to address isolation, with the team aiming to bring individuals over the age of 50 to Dolphins home games throughout the 2014 season.

The agreement includes a heavy emphasis on philanthropy, launching AARP Foundation “Signature Saturdays” as well as a “Draft Your Own Community Team” event. One Saturday a month will be selected for the Signature Saturdays event, where members of the Miami Dolphins Special Teams Driven by Chevy will execute a community service project targeting one of AARP’s Foundation’s priorities. AARP Foundation and the Dolphins will work with fans to “draft” their own community team and execute an event in their region. In addition to reaching out to the target market of 50-plus individuals, the Dolphins and AARP Foundation intend to connect with youth through the AARP Foundation Community Service Academy. This week-long initiative helps high school students earn community service hours by giving back to their community.

About the Miami Dolphins

The Miami Dolphins, owned by Chair of the Board & Managing General Partner Stephen M. Ross, play in the AFC Eastern Division of the National Football League. The organization has played in five Super Bowls, winning championships following the 1972 (VII) and 1973 (VIII) seasons. The franchise also has won five conference championships and 13 division championships. It is the oldest continuous major-league professional sports franchise in the state of Florida. For more information, visit the organization’s website at dolphins.com.

About AARP Foundation

AARP Foundation is working to win back opportunity for struggling Americans 50+ by being a force for change on the most serious issues they face today: housing, hunger, income and isolation. By coordinating responses to these issues on all four fronts at once, and supporting them with vigorous legal advocacy, the Foundation serves the unique needs of those 50+ while working with local organizations nationwide to reach more people,

strengthen communities, work more efficiently and make resources go further. AARP Foundation is AARP's affiliated charity. Learn more at aarpfoundation.org.

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