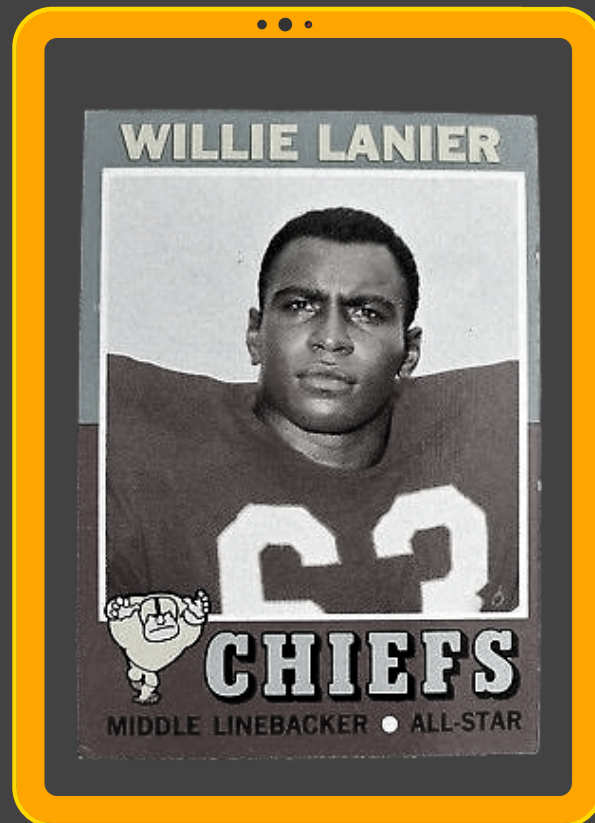


Hall Of Famer Willie Lanier



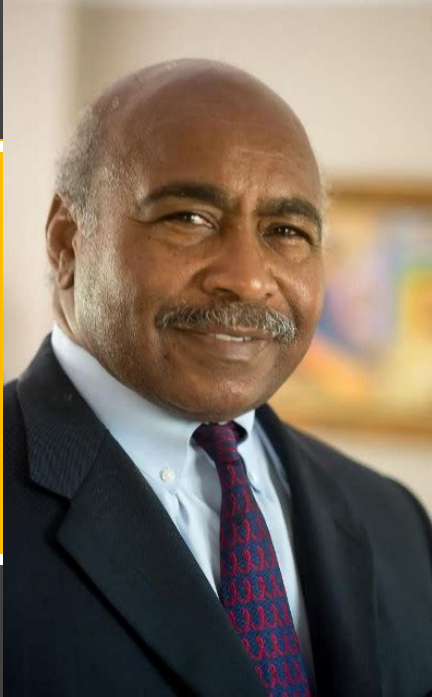
HONEY BEAR PROJECT



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LEGENDS & HEROES REBUILDING HBCUs GRIDIRONS ONE FIELD AT A TIME...

ABOUT WILLIE LANIER

Born in the Halifax County town of Clover, Virginia, Willie Edward Lanier graduated in 1963 from Richmond's Maggie Walker High School as a star football player. Lanier, who started as a walk-on, played his college ball in the early 1960s at Morgan State University in Baltimore before going on to have a Hall of Fame career with the Kansas City Chiefs.

In 1968, Lanier became pro football's first African American starting middle-linebacker, a position referred to as 'the quarterback of the defense.' He was nicknamed the Honey Bear because of his innovative 'bear hug' tackling style. Lanier was named to the league all-star teams each year between 1968 and 1975 and missed only one game during his last ten seasons. He ranks 53rd on the list of the NFL's greatest 100 players. In 1970 he helped spur the Chiefs to an upset win in Super Bowl IV. He received the NFL's Man of the Year Award in 1972 for his community volunteer work.

Lanier retired in 1977 as one of football's greatest linebackers. He was elected to the National Football League Pro Football Hall of Fame in 1986 and named by the NFL in 1994 as one of the top seventy-five players ever to play the game. The Richmond Times-Dispatch Touchdown Club of Richmond's award for the best small-college football player in Virginia is named for him. He was recently named one of the 100 greatest NFL players of all time. Since retiring from the game and returning to Richmond, Lanier has become a successful business executive. Lanier is no stranger to reaching back. With more than five decades of charitable service, he lives in Midlothian and directs the Lanier Group LLC investment firm.

Virginia Union University recently named its new Turf Football field "Willie Lanier Field at Hovey Stadium". Lanier hopes building new fields at HBCUs will be his lasting legacy to the game of football and America's Black colleges.



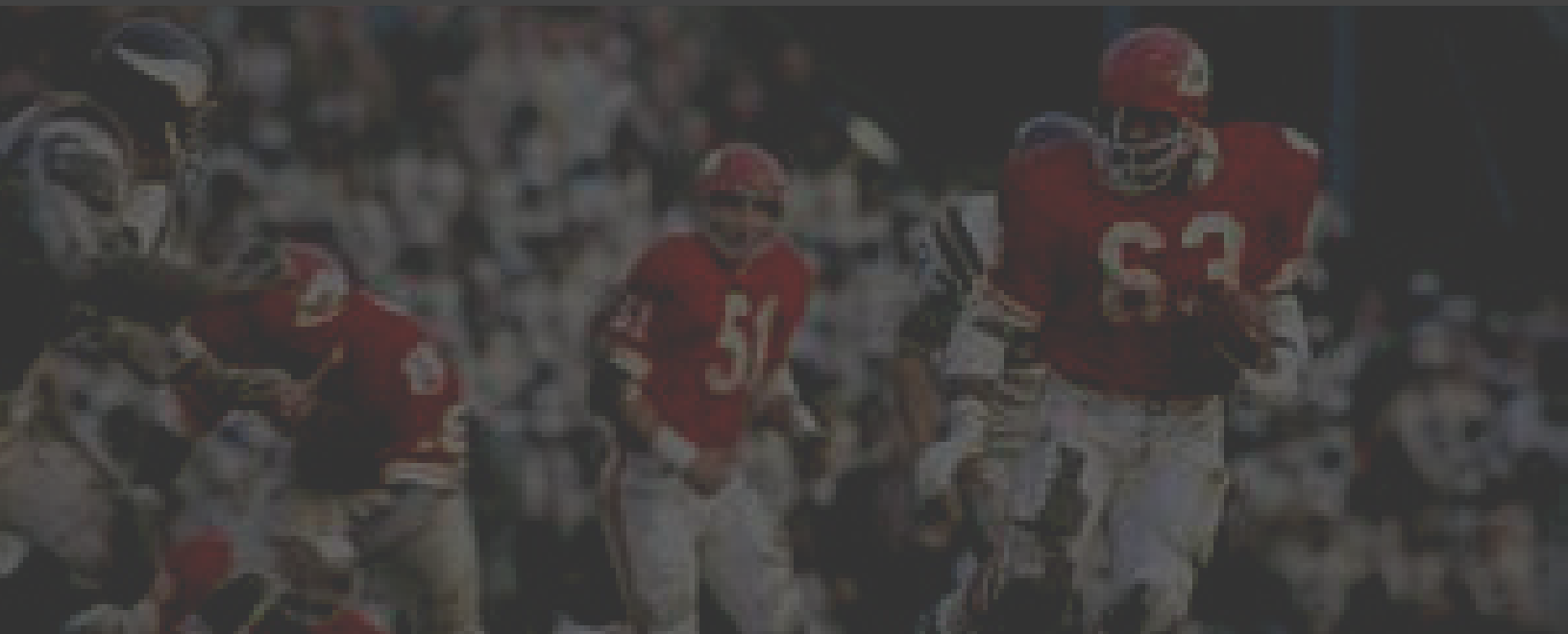
ABOUT WILLIE'S INITIATIVE

Led by NFL Hall of Famer Willie Lanier, the Honey Bear Project is a visionary group of dedicated legends and heroes who believe in the goodness in all of us. Collectively, they have set out on a mission to bring together other like-minded individuals under one common goal... to make an impactful change to our most treasured Black colleges and universities.

The project seeks to install new state-of-the-art playing surfaces at nearly 36 HBCU football stadiums. Virginia Union University's 113-year-old football stadium is the first HBCU to have FieldTurf installed.

The goal is to raise \$50 million over the next two years with minimal to no cost to the schools, and to bring HBCUs athletic facilities up to a competitive level by providing new turf football fields to programs playing on grass for over 50 years and resurfacing existing fields that are outdated and in dire need of repair and upgrade.

Through the Honey Bear Project's initiative, we will increase the students' level of competitiveness while also bringing awareness to the plight of HBCUs athletic programs. This project can also ignite new developments in those communities and foster economic growth.





F O R I M M E D I A T E R E L E A S E

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NFL Hall of Famer Willie Lanier Launches Initiative to Build New Football Fields at Historically Black Colleges and Universities (HBCUs)

Willie Lanier, NFL Hall of Famer and former Kansas City Chiefs great is announcing an initiative to install state-of-the-art playing surfaces at nearly three-dozen Historically Black College Universities (HBCUs) football stadiums. Partnering with FieldTurf, one of the world's largest manufacturer and installers of artificial playing surfaces for athletic teams, the initiative is called the Honey Bear Project after Lanier's pro-football nickname. The duo seeks to raise \$50 million over the next two years

"I'm excited about this project and I am confident we will get the support," said Lanier. "Many of the football fields at HBCUs are in bad shape. Some, like the one at Virginia Union University in my hometown of Richmond, are more than 100-years old and have never been replaced."

FieldTurf recently built the new football surface at Virginia Union University's Hovey Stadium, the second oldest football stadium in the United States behind Harvard Stadium which was completely resurfaced with hybrid turf technology five years ago.

According to Lanier, poor field surfaces put Black college teams at a competitive disadvantage.

"Poor surfaces make it tougher to recruit top high school players, who compare the fields to other schools that may have 'high tech' artificial surfaces," Lanier continued. "Bad football fields can hinder the quality of play because patchy uneven surfaces make good footing more difficult and can negatively impact player performance."

Lanier is no stranger to giving back. With more than five decades of charitable service, Lanier hopes building new fields at HBCUs will be his lasting legacy to the game of football and to America's Black colleges.

"With these fields, I hope to leave a bigger footprint on the game of football -- leveling the playing field for the nation's Black colleges by replacing their old fields with new ones," Lanier emphasizes.

For more information about The Honey Bear Project, call 248-862-5981, or visit www.honeybearproject.com.

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About Willie Lanier

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SUPPORTING HBCUs

Support for Historically Black Colleges & Universities (HBCUs) is essential for continuing education and cultural inclusion.

The Honey Bear Project is a non-profit 501(c)(3) charitable organization that establishes collaborative partnerships to provide financial support to participating Historically Black Colleges and Universities (HBCUs) sports programs' athletic fields.

Our legends and heroes are like-minded individuals joining forces to rebuild damaged and outdated fields at our most treasured 50 to 100-year-old historic institutions by installing state-of-the art athletic fields that undoubtedly will elevate the competitive playing field for its students and empower communities.

D O N A T E



FACTS

ABOUT HBCU FOOTBALL

- On December 27, 1892, the first Black Intercollegiate football game was played between Biddle College (now Johnson C. Smith University) and Livingstone College.
- Most of the nations HBCUs play in one of four athletic conferences.
- Willie Lanier, Doug Williams, Buck Buchanan, Jerry Rice, Walter Payton, Michael Strahan, Sterling Sharpe and David "Deacon" Jones are but a few of football's greats who attended Historically Black Colleges and Universities (HBCUs).
- 30 HBCU football players are enshrined in the Pro Football Hall of Fame attending schools such as Morgan State, Bethune-Cookman, Jackson State, Mississippi Valley State, Florida A&M and Grambling State.
- Virginia Union University's Hovey Stadium is the second oldest college football stadium still in use in the United States behind Harvard University.

ABOUT THE HONEY BEAR PROJECT

- NFL Hall of Famer Willie "Honey Bear" Lanier, FieldTurf and the LandTek Group joined forces to launch the Honey Bear Project - a 501(c)(3) non-profit organization
- The mission of the Honey Bear Project is to replace damaged, outdated and or non-turf fields to all participating HBCUs at minimal or no cost.
- The project seeks to install new state-of-the-art playing surfaces at nearly 36 HBCU football stadiums.
- Virginia Union University's 113-year old football stadium is the first HBCU to have FieldTurf installed. The field has been renamed the Willie Lanier Field-Hovey Stadium.
- FieldTurf is a world leader in artificial turf with more than 20,000 installations worldwide.
- The project seeks to raise \$50million over the next two years.

ABOUT FIELDTURF

THE WORLD LEADER IN ARTIFICIAL TURF

- Our systems have redefined how football is played on the gridiron. FieldTurf is the top choice for the NFL, powerhouse collegiate programs and elite high schools across North America.
- FieldTurf, one of the world's largest manufacturers and installers of artificial playing surfaces for athletic teams, has partnered with the Honey Bear Project to install, or resurface football fields at Historically Black Colleges and Universities (HBCUs).
- FieldTurf recently installed the new football surface at Virginia Union University's Hovey Stadium, the second oldest football stadium in the United States behind Harvard Stadium which was completely resurfaced with hybrid turf technology five years ago.

A photograph of a marching band performing on a football field. The band members are wearing green and orange uniforms with large white hats featuring a green 'F'. They are holding brass instruments and are in motion on the field. The background shows a large crowd of spectators in the stands under a clear sky.

Florida A&M University

LEGENDS & HEROES REBUILDING HBCUs GRIDIRONS ONE FIELD AT A TIME...

OUR MISSION

To bring HBCUs athletic facilities up to a competitive level by providing new turf football fields to programs playing on grass for over 50 years and resurfacing existing fields that are outdated and in dire need of repair and upgrade

Through Honey Bear Project's initiative, we will increase their level of competitiveness while also bringing awareness to the plight of HBCUs athletic programs. This project can also ignite new developments in those communities and foster economic growth.

Hall Of Famer Willie Lanier



HONEY BEAR PROJECT

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