



NEWS RELEASE

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SONY MICHEL & JAMES WHITE TO HOST WOMEN'S FOOTBALL CLINIC *21+ Event to be Hosted at Gillette Stadium*

FOXBOROUGH, MA -- New England running backs Sony Michel & James White will host a football clinic for women this fall.

The Market Basket New England Women's Football Clinic with Sony Michel and James White in partnership with P&G will be held on September 23rd, 2019 from 6:00 PM - 9:30 PM at Gillette Stadium. Throughout the clinic, Michel and White will offer insight on football basics in a fun and relaxed atmosphere. Women will experience various stations specializing in fundamental football skills, touch football games, and an interactive question-and-answer period with Sony and James. Women will enjoy light food and two complimentary drinks during a cocktail hour prior to the clinic.

Michel, White, and the event staff will be on-site to lead instruction and direct the event. The clinic is open to women ages 21 and older.

Event partners include Citi, US Weight, and Welch's Fruit Snacks.

Registration and more information is available at NewEnglandFootballClinic.com.

About ProCamps®

Founded in 1998, ProCamps is a best-in-class event management and sports marketing company specializing in developing, managing, and operating camps, appearances, brand activations, and related experiences for professional athletes and coaches in the NFL, NBA, MLB, NHL, MLS, PGA, ATP, NCAA, NASCAR, WPSL, MLL and NFHL. ProCamps helps Fortune 500 brands activate and execute more than 175 events across the country to effectively deliver brand messaging to thousands of parents, kids, and coaches via retail promotions, TV/radio/print, social media, and on-site activations.

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