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## NFL All-Pro Wide Receiver Gives Back with 4th Annual Charity Weekend

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Submitted by [Rebecca Briscoe](#) on Thursday, 24 June 2010 [No Comment](#)

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NFL All-Pro Wide Receiver Braylon Edwards (Photo Credit Kristyn Hunt)

Braylon Edwards: Detroit native, University of Michigan standout, All-Pro NFL Wide- Receiver for the New York Jets and philanthropist (just to name a few) came “home” to host his 4th annual celebrity weekend June 18-20th. Besides being a standout on the football field, Edwards’ organization, the Braylon Edwards Foundation, has raised over \$1.5 million in scholarships for deserving youth. “Approximately 45% of the participants in my Advance 100 program are Black males,” stated Edwards. “The participants receive more than just mentoring; they also attend development workshops that help them with their finances, college prep, personal branding and much more.”



He also volunteers his time with many non-profit organizations such as the Feed The Children, Boys Hope Girls Hope of Detroit and Big Brothers and Big Sisters. “We host an annual Focus: Hope event, where we have fed over 4,000 families so far,” boasted Edwards. “We have already distributed boxed fans to over 200 senior citizens this summer and we’re planning for an even larger distribution of turkeys at our “Turkey and Toys” event this fall.”

Activities during the weekend celebration were fun-filled and socially conscious for both youths and adults. Friday started with the sponsors reception held at The Corner in Birmingham, Michigan, where many were able to mix and mingle with the All-Pro athlete and his friends.



Saturday began with the “Women in Moving Forward-Reaching Back” brunch at the Henry Ford Lovett Hall. This year’s theme was entitled, “Fitness and Fabulosity,” and that it was. The food was decadent and the audience was filled with a bevy of who’s who in the latest vogue fashions. Many prominent women were honored for their tireless efforts of dedication to their careers and charities. Among those honored were: professional tennis players Venus and Serena Williams, Ob/gyn Dr. Shari Maxwell, renown speaker and sports journalist Ann Doyle, as well as a local Detroit high school soccer phenom. The emcee for the brunch was FOX sportscaster Pam Oliver and the guest speaker was former Olympic gymnast and gold medalist Dominique Dawes.



The Braylon Edwards Foundation is under the direction of his mother, Mrs. Malesa Plater. Plater, president of the Braylon Edwards Foundation, was elated with the success of this year’s brunch. “It was hard to get people on board to help with our events at first, but our events have doubled in size from last year, and it was easier to acquire sponsorship this time without begging as hard during these tough economic times,” she stated. “We believe at the Braylon Edwards Foundation that going to college shouldn’t be a dream, but a reality. We want to educate the masses.”

Saturday evening was the celebrity basketball game held at Edward’s alma mater. The University of Michigan’s Crisler Arena was filled

d with on-lookers excited to see their favorite professional athlete or recording artist showcase their basketball skills.

The final event of the wee

kend was the “afterglow” held in Detroit’s illustrious hotspot, Embargo nightclub. Celebrity sightings included: NFL football players Kerry Rhodes and Ryan Mundy to name a few.

Edwards is a testament to hard work, dedication, perseverance and a strong, family upbringing. He believes in the importance of giving back. “My foundation has done a lot for Detroit,” he states. “The Celebrity Charity Weekend has shed positive light on the city. Celebs from across the country, who may have never thought to come to Detroit, come and assist in fundraising.” His efforts have not gone unnoticed. In the past four years, the foundation has donated to over five organizations.

At the young age of 27, Braylon Edwards has accomplished so much. His ability to learn from his mistakes and persevere are some of the many qualities that make him stand out in the world of sports.

A successful event can not go on without successful planning, so many thanks to Miss Tatiana Grant of Infused PR and Events; a marketing maven that made this weekend’s event more than memorable.

Supporting Sponsors for this weekend events were: Nike, DTE Energy, Blue Cross Blue Shield of Michigan, Accident Fund Insurance Company, Dior, Henry Ford Health System, Cicchini Custom Clothier, Wells Fargo, Thompson Cobb, Bazillo and Associates, PC, Global Hue, IMG Advisors, St. John Health System, and Oakwood Health Systems.

The Braylon Edwards Foundation (BEF), established in 2005, is a non-profit organization dedicated to addressing and meeting the needs of under-served youth in the concentrated area of education. Our goal is to emphasize the importance of education by providing scholarships and incentives to youth who demonstrate strong commitment and effort to excel in academics, conduct and community volunteerism. BEF will partner with schools, corporate and non profit entities in an effort to collectively affect change in the lives of individuals in which they serve.

“It is in our service to others that we achieve true greatness.” – Unknown

<http://braylonedwardsfoundation.org>