



**For Immediate Release**

## **Nat Nast Partners with the National Football League Alumni Association as an Official 2011 Super Bowl Partner**

**(New York, NY) February 1, 2010** – Nat Nast Luxury Originals announces a partnership with the NFL Alumni Association (NFLA) to be a presenting sponsor of NFLA “Alumni Central” based at the Old Red Museum in Dallas, Texas between February 3rd and Super Bowl Sunday, February 6th.



Pictured left to right: Ron George, Chief Operating Officer, NFLA; Barbara Nast Saletan, EVP-Sales & Co-Founder, Nat Nast; Lawrence C. DeParis, President and CEO, Nat Nast; and George Martin, Executive Director, NFLA

Nat Nast will provide one of its signature “Luxury Original” shirts to each of 200 former NFL players. Additionally, Nat Nast will host a promotional booth at Alumni Central where they will donate a portion of proceeds from the sales of all products at the event to the NFL Alumni Charities. To support the promotion, Nat Nast and the NFLA will run a social media campaign involving giveaways of signed NFLA memorabilia after the Super Bowl.

“We are pleased that Nat Nast is supporting the NFL Alumni Association’s Super Bowl initiative by creating a promotion that enables our members to purchase clothing while simul-

taneously supporting our charitable initiatives,” said George Martin, President and Executive Director, NFL Alumni Association. “It is my pleasure to welcome them to the NFL Alumni Central.”

“This is a terrific opportunity to be on-site in Dallas, add Nat Nast to the wardrobes of hundreds of former NFL players and support the NFL Alumni charities in the process,” said Lawrence C. DeParis, President and CEO of Nat Nast. “As an NFLA presenting Super Bowl sponsor, we are able to participate in one of the highest profile sports experiences in the world.”

The partnership was negotiated by 16W Marketing ([www.16Wmarketing.com](http://www.16Wmarketing.com)).

**About Nat Nast:** Nat Nast is an authentic American men's luxury sportswear collection renowned for superlative fabrics, exquisite construction, attention to detail and a unique sense of style. Nat Nast products are designed "For the Good Life™," inspired by men who live life to the fullest.

Originally founded in 1946 by Nat Nast in Kansas City and re-launched by his daughters in 2000, the company developed the first bowling shirt, which became an icon of vintage Americana.

Among the company's more distinctive offerings are its silk paneled shirts, an acclaimed modern interpretation of the original bowling shirt and its "American Storyteller" collection of limited edition embroidered shirts. The embroideries celebrate unique cultural American experiences including such diverse themes as the history of jazz, iconic American baseball stadiums and the invention of the margarita.

Nat Nast is distributed through Nordstrom, Von Maur and hundreds of other fine retailers, resorts and e-commerce venues throughout the United States and the Caribbean. [www.natnast.com](http://www.natnast.com).

**About the NFL Alumni Association:** The NFL Alumni Association is a non-profit organization comprised of former NFL players and associate members with a mission of retired player advocacy and youth-oriented charity fundraising. The advocating efforts focus on issues such as medical, financial, continuing education, and career transition needs. The charity efforts focus on raising funds for various national youth-related causes. The NFL Alumni Association advances its mission from its national headquarters in Newark, New Jersey and an additional 27 chapters located across the country. [www.nflalumni.org](http://www.nflalumni.org)

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