

L.A.I. COMMUNICATIONS

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FORMER CINCINNATI BENGALS, ICKEY WOODS, JOINS #GIVINGTUESDAY IN DEDICATION TO HIS SON

**Ickey's Foundation Devoted To His Son Joins
The Global Generosity Movement On December 2.**

CINCINNATI, OH – November 24, 2014: Currently gracing the TV airwaves in the humorous commercial for GEICO insurance, former Cincinnati Bengals player, Ickey Woods, has launched an online fundraising campaign on Razoo.com in memory of his son, Jovante. As part of #GivingTuesday, which takes place on December 2, the Jovante Woods Foundation will join hundreds of other non-profits in the largest generosity movement in the world. This new crowdsourcing campaign on Razoo.com continues to shine a spotlight in a creative way on the Jovante Woods Foundation and Mr. Wood's dedication to Asthma education.

"Charities today are resorting to innovative ways to raise money and increase awareness for their worthwhile causes. The Ice Bucket challenge is a fantastic and very successful example," stated Mr. Woods. "I am very excited to enter this space by launching this fundraising campaign on Razoo.com with #GivingTuesday."

#GivingTuesday started in 2012 by the United Nations Foundation and the 92nd Street Y as a result of the enormous commercialization of retailers after the Thanksgiving holiday. It is traditionally the Tuesday after Thanksgiving and is recognized as the official start of the giving season. In 2013, #GivingTuesday raised \$1.1 million in one day for the participating charities.

On December 2, as a part of #GivingTuesday, contributors to the Jovante Woods Foundation are in for a real treat. As a way of saying "thank you" for the donation, autographed "Ickey Shuffle" t-shirts will be available at specific donation levels. Also, Ickey has commissioned the new book of empowering quotes, "Black-Eyed Peas for the Soul" by Sidney L. Warren, as a dedication to the life and spirit of his son.

#GivingTuesday runs all day on December 2 and continues for the rest of the year. PayPal is offering an extra 1% match on all donations made through PayPal on Razoo.com. To donate to this worthwhile cause, visit www.jovantewoodsfoundation.razoo.com.

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The Jovante Woods Foundation

Our Mission

The Jovante Woods Foundation works to bring Asthma awareness and education to our community, nation and world. Our goal is to develop more effective medication to control this disease and ultimately, discover a cure. In 2015, we will continue our ongoing endowment in Jovante's name to help fund the critical work of the Cincinnati Children's Asthma Research Division.

Our Story

On August 14th, 2010, Jovante Woods died suddenly from a severe asthma attack. Due to their loss, Jovante's parents, Ickey and Chandra, were inspired to educate and help prevent others from experiencing the loss of a beloved child too soon.

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