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10th Annual Paul Blank Invitational Thanksgiving Day Football Game Brings Together Local Alumni for Charitable Event

November 1, 2007 – Rockville, MD – The 10th Annual Paul Blank Invitational Football Game will take place on Thanksgiving Day, November 22, 2007, to benefit the Association for Safe International Road Travel (www.asirt.org) as it has in all years prior.

What started in 1998 as a casual game of Thanksgiving day football between alumni and students of the Charles E. Smith Jewish Day School (www.cesjds.org) has evolved into an annual reunion of alumni to benefit a charity formed in response to the tragic passing of one of their peers. Participants in the event have made donations to ASIRT in excess of \$5,000 since the game's inception. This year, in honor of the tradition's 10th anniversary, organizers have tapped the generosity of local businesses to augment the charitable nature of the game in an effort to match the cumulative donations of all years prior.

“Coming together every year to reunite with old friends and play the same game of football we've been playing for over a decade is really a pleasure,” said Noah Zimmerman, Jewish Day School alumnus and Chairman of the 10th Annual Paul Blank Invitational charity effort. “The fact that we have worked to support a worthwhile cause in the process through our own donations and by harnessing the generosity of our personal and professional contacts truly makes this event unique.”

ASIRT was founded by Rochelle Sobel in 1995 after her son died in bus crash in Turkey. It is the only U.S.-based international road safety organization dedicated to improving global road safety and preventing tragedies through education and advocacy. ASIRT educates travelers about existing conditions and supports local sustainable road safety partnerships in many countries to reduce death and injury associated with road travel around the world.

This year's game will be held at the Jewish Day School (11710 Hunters Lane) in Rockville, MD at 10 a.m. on November 22, 2007. All are welcome to attend.

Any parties interested in making a donation to ASIRT in connection with the 10th Annual Paul Blank Invitational are asked to contact Ilan Fulop at 301.466.3152. Sponsors who have contributed to date include Bath & Kitchen Showroom, Kira Epstein Realty, CDL Press, and The Oxbridge Group. For more information on the Paul Blank Invitational, please visit www.paulblankinvitational.com.