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## **Pork Rinds Put the Crunch on Support for Football Legends in Need**

*Rudolph Foods and brands lead consumers in campaign to celebrate love of pork rinds & support of Gridiron Greats in need*

**Lima, OH (September 15, 2012)** - Rudolph Foods, the world's largest manufacturers of pork rinds, has announced its Second Annual Pork Rind Appreciation Day campaign. Celebrated on the biggest football day of the year, and on the first Sunday of February, Pork Rind Appreciation Day was cemented as an annual event last year after the pork rind leader secured hundreds of thousands of consumer votes, as well as political designations. Matched each year with charitable support, in this second year, Rudolph Foods will support Gridiron Greats, a nonprofit organization that provides medical and financial assistance to former National Football League (NFL) players in dire need. Now through the big game, \$.10 of the purchase of all Rudolph Foods branded products will support the organization's assistance fund (up to \$10,000). The campaign is also matched with several opportunities for consumers to play along for chances to win football parties, pork rinds and other prizes.

As part of the 2nd annual campaign, Rudolph Foods is further encouraging lovers of pork rinds to help make the six month campaign a success by visiting the brands web site at [www.RudolphFoods.com/PorkRindDay](http://www.RudolphFoods.com/PorkRindDay). There, fans can watch videos from football hall of famers, join in on virtual Twitter chats using #PorkRindDay to discuss former players, submit support to Gridiron Greats, learn about the organization and even enter to win a Big Game party, complete with sandwiches, pork rinds, a new 50" Plasma TV and of course a personalized video from a Gridiron Greats football legend. Most importantly, consumers can support Gridiron Greats by buying pork rinds online.

The Gridiron Greats Assistance Fund's mission is to assist retired NFL players in need who were pioneers of the game and who have greatly contributed to the NFL's status as the most popular sport in America. GGAF provides hands-on assistance to help retired players and their families deal with hardships they face after football. The services include medical assistance, transportation costs for medical evaluations and surgeries, housing assistance, financial assistance for utilities, medication, and coordination of services for food, automotive payments and childcare.

"There are few things more American than pork rinds and The Big Game," says Mark Singleton, Vice President Sales and Marketing, Rudolph Foods. "As a family-owned company ourselves, Rudolph Foods is proud to lead other football-lovin' families in the support of Gridiron Greats. These heroes have provided us with decades of memories and entertainment, it's only right we support them now in their time of need with this football-lovin' campaign!"

Last year, Rudolph Foods announced their first campaign for Pork Rind Appreciation Day, as a quest to help Rudolph Foods' consumers celebrate pork rinds as a quirky and nostalgic snack that encourages family togetherness and tradition. Calling upon the public to help to make Pork Rind Appreciation Day a success, consumers were asked to cast their vote, view campaign videos from Rudolph Foods

executives and fans, and spread the news about the campaign. Successful in the end, the campaign generated hundreds of thousands of votes nationwide, and donated \$10,000 to the Wounded Warriors Family Support organization, supporting veterans returning home from the war and their families.

#### **About Gridiron Greats Assistance Fund**

The Gridiron Greats Assistance Fund (GGAF) is a non-stock, non-profit 501(c)(3) organization providing financial grants and 'pro bono' medical assistance to retired NFL players in dire need. The organization focuses on the humanitarian side of post-football related issues, which include coordination of social services to retired players who are in need due to a variety of reasons including inadequate disability and/or pensions.

[www.GridironGreats.org](http://www.GridironGreats.org)

#### **About Rudolph Foods**

Rudolph Foods Company, Inc., one of the world's largest suppliers of branded and private-label snack products, is the world's largest pork rind manufacturer. Awarded the title of 2010 Energy Saver, Rudolph Foods operates energy efficient plants in Ohio, Georgia, Texas and California, and is solely dedicated to providing its customers with sustainable, top quality products and the highest levels of customer service at the best price. For additional information, please call 1-800-241-7675, or visit

[www.RudolphFoods.com](http://www.RudolphFoods.com).

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