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Coach Jimmy Johnson teams up with Mike Ditka and Gridiron Greats for the ultimate fishing tournament: The Billfish Bowl

Key Largo, FL — Two-time Super Bowl winning Coach Jimmy Johnson's passion for football is nearly as great as his passion for fishing in his home waters off the Florida Keys. Johnson recently decided to combine his football and fishing passions into one amazing fishing tournament — the Billfish Bowl. The event will take place February 4-6, 2010 at Johnson's Big Chill, a waterfront resort and restaurant in Key Largo. Scheduled just days before the Super Bowl in Miami, and only an hour drive south to Key Largo from the site of Super Bowl XLIV, the Billfish Bowl will bring together some of today's best-known football personalities with Florida's most competitive fishing teams for a world-class event.

"I'm extremely excited to bring all my football friends down to the Keys and show them what it's all about," Johnson says. "There's no better way to unwind after a long season than a little sail fishing action."

Johnson chose to use the Billfish Bowl to raise money for a cause close to his heart, and formed a partnership with NFL Hall of Famer Mike Ditka and Gridiron Greats Assistance Fund (GGAF). Proceeds from the Billfish Bowl will go directly to the GGAF, a 501©3 nonprofit organization dedicated to providing financial assistance and health services to retired football players in dire need.

"A lot of people don't realize the players who helped make the NFL what it is today are now suffering from what they put their bodies through on the field," Johnson says. "Gridiron Greats has done some great things for these players. They get players the medical assistance they need, the medications they need and cover many other health-related expenses. In some cases, Gridiron Greats actually puts a roof over retired player's heads when they can't afford to provide for themselves or their families."

Johnson accepted an invitation from GGAF Chairman Mike Ditka to join the organization's Board of Directors. "Jimmy is a great and compassionate human being whom we are excited to have on our board", said Ditka. "We are really excited he accepted this role and is willing to help retired players. Johnson will serve as Chairman of the Sail Fishing competition in Key Largo and has decided to rename the event - 'The Gridiron Greats Billfish Bowl.'

Ditka, who serves as Chairman of the GGAF has been among the most vocal about the need to help and support retired football players who cannot afford proper health care and other basic necessities due to inadequate disability and/or pensions. The organization's humanitarian mission - has provided over \$1.5 million in financial aid and medical assistance to retired NFL players in need.

“The Billfish Bowl will be a great event for the Gridiron Greats while raising funds and awareness for the cause.” says Ditka. “We’ll be able to meet NFL fans, mingle with the event sponsors and fish with some of the finest experts and competitors in the Sail Fishing world,” concluded Ditka.

Many retired NFL players and some of today’s biggest stars have already shown their commitment to the charity and have vowed to compete in the Gridiron Greats Billfish Bowl set to take place at Jimmy Johnson’s Big Chill and Fisherman’s Cove Private Residence Club in Key Largo.

An official press conference announcing the ‘Gridiron Greats Billfish Bowl’ will take place September 25, 2009 from 12 p.m. – 2 p.m. at the Nokia Theatre. Jimmy Johnson and Mike Ditka will be present while Grammy® nominee and Golden Globe®/Academy Award® winner Jamie Foxx lends his support to the cause by making a contribution to the GGAF. Jamie Foxx will host an intimate GGAF Gala dinner February 6, 2010 in Miami Beach. This is all part of the Gridiron Greats Super Bowl weekend extravaganza.

For more information on the Gridiron Greats Billfish Bowl visit www.billfishbowl.com or call 866-203-2720. Visit www.jjsbigchill.com or www.fishermanscovekeylargo for information on the Big Chill and Fisherman’s Cove. To find out more about the Gridiron Greats Assistance Fund, contact Ken Valdiserri, President of the GGAF at 847-509-3085 or visit www.gridirongreats.org

This event was formed in conjunction with Digital Capital International Sales and Marketing Group, the parent company of the Billfish Bowl. For further information, please contact Richard Cipriano, Vice President at 305-608-1690 or Phil Perko, President and Founder at 888-234-0508 or visit www.digitalcapitalgroup.com