



**ANDRE GURODE'S  
WEEKEND WITH THE STARS  
THE FIGHT FOR CHILDHOOD ASTHMA**



**June 3 – 5, 2011  
Dallas, TX**



**The Center of Attention Foundation, Inc. Presents:**  
**Andre Gurode's 2nd Annual Celebrity Weekend**  
**June 3 - 5, 2011—Dallas, Texas**

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Dallas Cowboys center and five-time Pro Bowl selection, Andre Gurode, will hold his 2<sup>nd</sup> annual fundraiser for his foundation, The Center of Attention Foundation, Inc. (COA). The three-day event, will take place Friday, June 3<sup>rd</sup> – Sunday, June 5th, 2011 in Dallas, Texas. This event is sure to be entertaining with celebrity guests, a red carpet exclusive “Casino Royale” gala, Celebrity Kickball game, and the grand finale: The Andre and Friends Sunday Brunch.

The Center of Attention Foundation, Inc. extends an invitation to your company to be a corporate partner. Event proceeds will help provide much needed financial support to assist underserved children in the Dallas community to aide in programs that enrich, educate and help catapult young people in achieving their dreams and goals who otherwise may have never had a chance. Through our own initiatives, COA Foundation aims to assist in the well being of children by funding projects that provide direct services to children affected by poverty, illness, abuse and neglect.

Every day, all of us - together and as individuals - have an opportunity as citizens to contribute to the vision of what we want to see in the world and how best to do that, but through children! We know that kids will eventually run the world, we know that they will grow and walk and lead this country. What they need from us NOW are those things that will position them to think for themselves and become their own guiding forces that will shape our communities, locally and globally, down the road.

The Center of Attention Foundation, Inc. is dedicated to its mission and we're looking for partners who equally value a child's right to life, education, health and every opportunity afforded to them. With supporters like you, your contribution will enable COA to directly impact the continuing need to combat these dilemmas.

Enclosed is a partnership form along with information that describes the levels of corporate participation. We hope you will partner with us in making a difference in the lives of America's future.

Feel free to contact us at any time 817-917-3345. Thank you for your consideration.

Sincerely,

**Andre Gurode**  
**President/Founder**  
**The Center of Attention Foundation, Inc.**  
**[agurode@andregurode65.com](mailto:agurode@andregurode65.com)**



## ***OVERVIEW***

The Center of Attention Foundation is a 501(c)3 non-profit organization that began as a dream by Dallas Cowboy Center and four time Pro Bowl Selection Andre Gurode and is now a reality. Mr. Gurode envisioned an organization where he could use his visibility and make a difference in the lives of children by using proceeds from high impact fundraising events and creating innovative programs to help catapult children to their fullest potential so they can have every opportunity despite their challenging circumstances.

## ***MISSION***

The Center of Attention Foundation, Inc. is dedicated to the advancement of underprivileged and at-risk youth through a safe, positive environment. Center of Attention is committed to educating and increasing awareness of key issues affecting youth, including initiatives to aid children that have been victims of abuse, poverty, and inadequate healthcare. Furthermore, The Center of Attention aims to provide support to community-based organizations, and create opportunities for disadvantaged children in areas such as arts, education, health and wellness.

## ***VISION***

Building strong kids and strong communities.



## WHY HELP?



Asthma is one of the top three admitting diagnoses to Children's Medical Center Dallas. In 2010, there were over 7,500 children who were admitted to Children's with a diagnosis of asthma. Last year, there were 6,000 Emergency Room visits, and 1,500 inpatient visits which includes 200 children admitted into the Intensive Care Unit. In the state of Texas 1 in 10 children have asthma and an estimated 62,000 asthmatic children live in Dallas County. Asthma disproportionately affects children, minorities, persons of lower socioeconomic status and those in urban communities. Achieving and maintaining optimal asthma control is the goal for the treatment and management of asthma. The Asthma Management Program at Children's Medical Center was developed to help families learn to control their asthma and improve their quality of life. **Asthma has been and continues to be one of the most recurring reasons for emergency room visits and hospitalizations at Children's Medical Center.**

### CHILDREN'S CAMPAIGN OBJECTIVE:

- ★ Increasing awareness of the impact asthma has on children in our community.
- ★ Secure resources to support asthma education and provide educational and management tools to asthmatic children and their families

### DID YOU KNOW:

- ★ Asthma is a serious respiratory disease affecting the quality of life for more than 22 million people in the U.S. including over 6 million children.
- ★ Each year, there are 2 million visits to emergency departments, 500,000 hospitalizations and nearly 4,000 people die due to asthma.
- ★ In the U.S. current asthma prevalence was higher among the multiracial, Puerto Rican Hispanics, and non-Hispanic blacks than among non-Hispanic whites
- ★ African Americans have nearly three times and Hispanics have nearly twice the annualized ER visits for asthma compared to whites.
- ★ Only 31% of caregivers are taking essential actions to reduce their child's exposure to asthma triggers.

### COA's GOAL FOR CHILDHOOD ASTHMA:

- ★ Improve asthma self-management among children.
- ★ Improve access and quality of health services for children with asthma.
- ★ Increase asthma awareness and knowledge among children with asthma, their parents/caregivers, and the general public.
- ★ Support new or existing community partnerships and/or coalitions which implement and sustain comprehensive, integrated, and community-wide strategies.
- ★ Reduce the prevalence of environmental triggers associated with the effective management of asthma.
- ★ Reduce disparities in childhood asthma outcomes.

# 2011 BENEFICIARY

## CHILDREN'S MEDICAL CENTER DALLAS ASTHMA MANAGEMENT PROGRAM



The Asthma Management Program at Children's Medical Center is an outpatient educational program that helps parents and caregivers learn how to do a better job managing their child's asthma. It focuses on asthma education, self-management skills, and coordinates care between the RN care coordinator, the family, the primary health care provider, the school nurse, teachers, coaches, or any other caregivers of the child. Since its inception in 2001, the Asthma Management Program has had excellent outcomes.



TEXAS

Department of Family  
and Protective Services

**THE CENTER OF ATTENTION FOUNDATION, INC. HAS INVITED ALL OF THE FOSTER CHILDREN AND THEIR FAMILIES IN THE DALLAS/FORT WORTH AREA**



Child abuse leaves more than just bruises. Long after children have recovered from the physical results of a beating, abused children suffer from emotional and psychological trauma that can last the rest of their lives.

**Abused children need YOUR intervention.** In their helplessness, they must rely on capable adults who are willing to take a stand and get them out of an abusive environment. By being aware of child abuse, and helping to educate the people you know, you can help prevent child abuse in your community.



**An exciting weekend to remember with celebrity guests, great food, gambling, competition, partying, and much more.....**



**FRIDAY, JUNE 3<sup>rd</sup>**

*Evening with the Star's Casino Royale Gala*

7pm-12am

**INVITATION ONLY**

**PRIVATE LOCATION**



**SATURDAY, JUNE 4<sup>th</sup>**

*Celebrity Kickball Game-VIP Meet and Greet*

3:30 p.m. – 4:30 p.m.

VIP admission- \$75.00

Venue- Desoto High School

*Celebrity Kickball Game*

5:00 p.m. – 7:00 p.m.

General Admission- \$10.00

Venue- Desoto High School



*Andre Gurode Wrap Up Party*

10:00 p.m. – 2:00 a.m.

General Admission \$20.00

**VIP AREA – EXCLUSIVE ACCESS**

Venue- Hangar (Love Field)



**SUNDAY, JUNE 5<sup>TH</sup>**

*Andre Gurode and Friends Farewell Brunch*

10:00 a.m. – 1:00 p.m.

Venue-Iron Cactus



Complimentary hotel accommodations will be at the Joule Hotel Dallas. A beacon of energy in the heart of downtown Dallas, The Joule is a tour-de-force of Adam D. Tihany's award-winning design and style situated in a revitalized 1920's Neo-Gothic building re-imagined for the contemporary traveler.



Rooftop Pool



Next Vintage Wine Shop



Whether you are from out of town or live locally in Dallas- before you start your day June 5, 2011, complimentary buffet brunch will be provided at The Iron Cactus from 10:00 am – 1:00 pm. This is an INVITATION ONLY event for athletes, celebrities and event sponsors to wrap up the weekend.

Breakfast Buffet will include bottomless mimosa's, breakfast tacos, omelet station, waffle station, fruit bowl, assorted breads, hash browns, your choice of crispy bacon or sausage and MORE!!!!

