



**\*\*\*MEDIA ADVISORY\*\*\***

**Calling all Chicagoans: Help Jockey® Break the World Record for Largest Dodgeball Game... With Players Wearing Underwear**

*~ Jockey challenges Chicagoans to play dodgeball while wearing its new Sport Performance underwear for charity ~*

**NEEDED:** More than 1,200 Chicagoans to play a single dodgeball game

**FOR:** To celebrate Jockey's new men's Sport Performance collection – known as "Unordinary Underwear for Unordinary Athletes" – and to honor and support National Prostate Cancer Awareness month, the iconic underwear company, Jockey, will attempt to break the world record for the largest dodgeball game.

With the current official record at 1,198 players, Jockey is looking for 1,200+ players to don its new Sport Performance underwear for a good cause. Jockey will donate \$5 for each player, up to \$10,000, to the Prostate Cancer Foundation to support programs and research dedicated to finding a cure for cancer below the waist.

Men and women over the age of 18 years are invited to play. For more information, visit [www.facebook.com/Jockey](http://www.facebook.com/Jockey).

**WHEN:** **SATURDAY, September 25, 2010**  
**Game starts at 10:30 a.m.**  
**Registration open from 9:00 – 10:00 a.m.**

**WHERE:** Windy City Fieldhouse, 2367 West Logan Blvd., Chicago, IL

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