



PALA BAND OF MISSION INDIANS ANNOUNCES SPONSORSHIP OF HISTORIC NFL-SANCTIONED SUPER BOWL BREAKFAST

Partnership with Athletes in Action aims to elevate 36th Bart Starr Award, honoring legendary Jim Thorpe

FOR IMMEDIATE RELEASE
January xx, 2024

CONTACT: Coley McAvoy
(760) 510-5177

PALA, CA – The Pala Band of Mission Indians is proud to announce its sponsorship of the 2024 NFL-Sanctioned Super Bowl Breakfast, taking place at Caesars Palace in Las Vegas on February 10, 2024. This significant partnership with Athletes in Action (AIA) aims to elevate the prestigious 36th Bart Starr Award, paying tribute to the legendary Jim Thorpe.

The NFL Super Bowl Breakfast has long been a symbol of sportsmanship and leadership as it spotlights the annual Bart Starr Awardee, an accolade that recognizes an NFL player for outstanding character and leadership both on and off the field. The award is named after the iconic Green Bay Packers quarterback Bart Starr—an individual of impeccable character who served his family and community faithfully and acted as a role model for athletes and businesspeople alike.

This year's event will pay homage to the great Jim Thorpe, one of the most versatile and accomplished athletes in history. Jim Thorpe, a member of the Sac and Fox Nation and a descendant of the Citizen Potawatomi Nation, was the first Native American to win a Gold Medal twice for the United States in the 1912 Summer Olympics. He was also the first President of the American Professional Football Association (APFA) in 1920 and then appointed President of the National Football League (NFL) in 1922. His legacy is a testament to the power of resilience, determination, and excellence.

The Pala Band's collaboration with Athletes in Action represents more than just a sponsorship opportunity; it is a cultural celebration and an acknowledgment of the rich heritage and contributions of Tribal Nations to sports and society.

"The Pala Band of Mission Indians has always been known for its strong commitment to community partnerships and cultural heritage," said Robert Smith, Chairman of the Pala Band of

Mission Indians. “We are thrilled to play a part in contributing to this symbolic event that will celebrate Jim Thorpe’s remarkable legacy.”

About The Pala Band of Mission Indians

The Pala Band of Mission Indians is a federally recognized tribe whose reservation is located along the Palomar Mountain range approximately 30 miles northeast of San Diego. The majority of the over 900 tribal members live on the 12,000-acre reservation, established for Cupeño and Luiseño Indians, who consider themselves to be one proud people - Pala.

About Pala Casino Spa Resort

As SoCal’s Entertainment Capital, Pala Casino Spa Resort includes a Las Vegas-style casino including an expansive gaming floor with over 2,000 slot and video machines, 78 table games, 9 restaurants, two lounges, 2,000-seat Pala Events Center, outdoor Starlight Theater and luxury hotel; five swimming pools with two hot tubs and 14 luxury cabanas. Pala Casino’s wide variety of HD premium sporting events enhance an exciting collection of live bands daily at both indoor and outdoor venues. Pala Casino Spa & Resort is an AAA Four-Diamond Award winner for 15 consecutive years.

Pala Casino is conveniently located off I-5 and Highway 76 and is easily accessible from all counties in Southern California.

For more information, visit www.palacasino.com, www.facebook.com/palacasino, or www.twitter.com/palacasino.

###