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**FOR IMMEDIATE RELEASE**

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**Former Packer and Super Bowl Champion Shares His Days as a Green Bay Packer at Broadway's LOMBARDI on Tuesday April 12**

Alan Veingrad, former NFL offensive lineman, will share his story of being the only Jewish player on the Super Bowl Champion Dallas Cowboy team XXVII next Tuesday April 12 following the performance of LOMBARDI at Broadway's Circle in the Square Theatre, 50th Street, west of Broadway. He will share his riveting personal account of self-discovery following his retirement from the NFL. In this one-of-a-kind presentation Alan vividly relates the discipline of being a professional athlete and leader of high-performance sales teams to the process of becoming an observant Jew. His story is one of Jewish pride in the least likely of places. He relays his personal breakthroughs and accomplishments during his five years as an offensive lineman with the Green Bay Packers and two years with the Dallas Cowboys playing for legendary coach Jimmy Johnson playing alongside hall of fame quarterback Troy Aikman and record-breaking running back Emmitt Smith. With remarkable candor and alacrity, Alan keeps his audiences spellbound with his accounts of the intense training, ruthless competitive atmosphere, and performance requirements of professional football life. Since his retirement, Alan has used his championship experience to score big in his business career where he has consistently exceeded the revenue expectations for his divisional responsibilities by three-digit percentages and exceeded the performance goals of his sales teams.

Perhaps most compelling is Alan's account of finding himself and his religious identity following his NFL career as he became increasingly aware of a blankness in his heart and an emptiness in his soul. As Alan reacquainted himself with the teachings, values, and practices of Jewish life he began to get a glimpse of what was missing. In this very personal presentation, Alan shares the steps that have led to his own spiritual journey where he has found a deepening sense of contentment and a renewed sense of purpose.

Alan was inducted into the National Jewish Sports Hall of Fame, Class of 2010, Texas A&M, Commerce Athletic Hall of Fame class of 2006 and invited to the White House this May 2010 for the first ever reception honoring Jewish American heritage month.

**LOMBARDI opened on Broadway in October 2010; both theatre critics and sports writers weighed in:**

"Eric Simonson has given us an extremely well-crafted piece of intelligent middlebrow theater, a regular-guy equivalent of Frost/Nixon. A good one for the guys. It is both tasty and filling. I know nothing about football and less about the Green Bay Packers, but LOMBARDI held my attention from start to finish, and when it was over, I went home feeling properly entertained."

Terry Teachout, The Wall Street Journal

“There’s a place for LOMBARDI in the Broadway huddle... It is theatrical catnip for husbands or boyfriends otherwise reluctant to see most Broadway shows: Football! Vince Lombardi! The legendary Packers!” The Associated Press

"Even if you never cared about Lombardi, you will enjoy LOMBARDI. And that really is everything." Mike Vaccaro, New York Post

"I loved LOMBARDI" Fox Five

"A rare Broadway drama that's also a real crowd-pleaser." AOL

“Sports fans will get a huge kick out of the it, but there's plenty for the uninitiated as well. As entertainment, LOMBARDI scores points.” Roma Torre, NY1

“With its uniformly good cast, tight direction and frequent flashes of humor, Lombardi is solid playing in every sense of the word.” David Cote, Time Out New York

Directed by Tony Award nominee Thomas Kail, LOMBARDI is an original play by Academy Award-winning playwright Eric Simonson, based on the best-selling biography When Pride Still Mattered: A Life of Vince Lombardi by Pulitzer Prize winner David Maraniss. The production opened in October at Circle in the Square Theatre.

Starring Dan Lauria as the legendary Hall of Fame football coach Vince Lombardi and Judith Light as his wife Marie, LOMBARDI also features Keith Nobbs as Michael McCormick, Bill Dawes as Paul Hornung, Robert Christopher Riley as Dave Robinson and Chris Sullivan as Jim Taylor. Joining producers Tony Ponturo and Fran Kirmser as special producing partner is the National Football League, marking the organization’s first foray on Broadway. Tickets can be purchased online at [www.telecharge.com](http://www.telecharge.com), by phone at 212-239-6200, or in person at the Box Office (50th Street, West of Broadway).

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

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For sports inquiries, please contact Joe Favorito: 917-566-8345 / [fatherknickerbocker1@yahoo.com](mailto:fatherknickerbocker1@yahoo.com).

### **About Alan “Shlomo” Veingrad**

*Alan Veingrad, the transformational speaker, had a seven-year career as an offensive lineman in the NFL, first with the Green Bay Packers and then the Dallas Cowboys, with whom he won Super Bowl XXVII. He has been the subject of features on NBC, NPR, JM in the AM, and the Jewish Channel; and in the NY Times, NY Post, Dallas Morning News, and the Miami Herald. In a one-of-a-kind presentation, Alan shares with audiences around the world the story of how he became aware after retiring from football that his lifestyle was more style than life. It left a void*

*in him that ultimately led to his becoming an Orthodox Jew. Alan speaks to businesses, colleges, universities and religious audiences around the world bringing his inspirational messages of transformation, inspiration, excellence, leadership, team play, and spiritual connection.*

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