

The Jackie Robinson Foundation

Jackie Robinson Foundation to Honor MLB Commissioner Allan "Bud" Selig, Willis Group Chairman and CEO Joseph J. Plumeri, Unilever CEO Paul Polman and American Opera Singer Jessye Norman at Annual Awards Dinner

Annual Awards Dinner Scheduled for March 8, 2010 at Waldorf=Astoria

Legendary Entertainer Dr. Bill Cosby to Host Star Studded Gala for Nation's Premiere Minority Scholarship and Mentoring Program

NEW YORK (February 22, 2010)- The Jackie Robinson Foundation (JRF) announced the recipients of the 2010 Robie Awards, which will be presented at its Annual Awards Dinner on Monday, March 8th at New York's Waldorf=Astoria Hotel. Hosted by legendary entertainer Bill Cosby for nearly three decades, the iconic event pays tribute to individuals who embody the humanitarian ideals of Jackie Robinson and raises funds for the Jackie Robinson Foundation. The Foundation provides generous, four-year college scholarships, graduate school grants and extensive mentoring to academically distinguished minority students with financial need and records of leadership capacity.

The star-studded event promises to be an extraordinary evening as the Foundation honors:

Allan H. "Bud" Selig, Commissioner of Major League Baseball, who will be recognized for his commitment and revolutionary contributions to America's favorite pastime for more than 40 years. During his tenure as Commissioner, Mr. Selig implemented structural changes to the game, expanded baseball's reach globally and, notably, retired Jackie Robinson's number, 42, throughout the league; Jackie Robinson is the only player to be so honored in any professional league.

Joseph J. Plumeri, Chairman and Chief Executive Officer of Willis Group, the international insurance and money management firm, who will be saluted for his motivational leadership style and pursuit of excellence. Under Plumeri's leadership, Willis has strengthened its position as one of the world's leading insurance brokers through sector-leading growth and operating margins, strategic expansion, a dedication to transparency, and passionate client service.

Paul Polman, Chief Executive Officer, Unilever, JRF's first corporate sponsor, who will be saluted for the global market success he has brought to Unilever, his adherence to the exemplary values that have guided that success, and his passionate devotion to broad-based community service.

Jessye Norman, one of the most admired opera singers of our time, who will be honored for her unique contributions to the American songbook as well as her crusade to provide fine arts education to disadvantaged students.

“Each one of these honorees has positively impacted our global society not only through their impressive professional accomplishments, but by maintaining a commitment to equal opportunity and by generously sharing the fruits of their success with those less fortunate,” said JRF President and CEO Della Britton Baeza. “These four individuals have profoundly embraced the same humanitarian ideals promoted by our beloved Jackie Robinson and we ourselves are honored to be able to pay tribute to them at this year’s gala dinner.”

The JRF Annual Awards Dinner has recognized some of the most decorated names in business, politics, education, media, sports and the arts, including Bishop Desmond Tutu, J. W. Marriott, Jr., Dr. Benjamin Carson, Sr., Clive Davis, Spike Lee, Ruth J. Simmons, Henry L. “Hank” Aaron, John “Jack” Welch Jr., Ella Fitzgerald, George Lucas, Marian Wright Edelman, Arthur Ashe, Michael Jordan, Tom Brokaw, Dr. Sheila C. Johnson, Robert Redford, Robin Roberts and Katharine Graham.

Established in 1973, the Jackie Robinson Foundation (JRF) is the nation's premier college scholarship and leadership development program. Beyond generous financial assistance, the Foundation equips its carefully chosen scholarship recipients with a comprehensive set of strategies for success and leadership skills, resulting in a nearly 100% graduation rate, more than twice the national average for minority college students. The over 1,400 JRF alumni are both leaders in their professional fields and consummate ambassadors of Jackie Robinson's legacy of responsible leadership and community service.

This 2009-2010 academic year, JRF is providing generous financial aid and program support to 248 Jackie Robinson Foundation Scholars representing 31 states and the District of Columbia and enrolled in 92 different colleges and universities across the country.

For sponsorship opportunities, tickets or additional information regarding the JRF Annual Awards Dinner, please visit <http://bit.ly/3pFcGC> or contact the Foundation at (212) 290-8600. Individual tickets are available for \$1,500 with tables and sponsorships ranging from \$15,000 to \$100,000. Advertising opportunities are available in the special commemorative JRF Annual Awards Dinner program for \$5,000.

For more information about JRF, visit www.jackierobinson.org.

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