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[HTTP://VIDEOJUICE.COM](http://videojuice.com)

RUBENSTEIN PUBLIC RELATIONS  
BRITTANY WALSH - 212-843-9207  
[BWALSH@RUBENSTEINPR.COM](mailto:BWALSH@RUBENSTEINPR.COM)

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**FOR IMMEDIATE RELEASE**

## VIDEOJUICE.COM ANNOUNCES EXTENSION OF NFL HALL OF FAMER MIKE DITKA'S PRANCERCISE® CHALLENGE

To Benefit Gridiron Greats Assistance Fund, Challenge Will Conclude April 30<sup>th</sup> during the NFL Draft In Chicago

**NEW YORK– January 21, 2015** –[VideoJuice.com](http://VideoJuice.com), the first-of-its-kind social fundraising platform, has announced that it will extend NFL Hall of Famer Mike Ditka's [Prancercise®](#) Challenge to conclude April 30<sup>th</sup>, kicking off the 2015 NFL Draft in Chicago. The NFL legend and Super Bowl-winning coach vows to Prancercise® during the draft if he can raise \$100,000 for the [Gridiron Greats Assistance Fund](#) (GGAF), a charity providing medical and financial assistance to retired players in need. This extension will commemorate the draft's new location in Chicago, the hometown of the Chicago Bears, which Coach Ditka played for and coached to victory in Super Bowl XX.

"It is so important that we help support the great NFL players who have contributed to this game becoming the renowned sport it is today," Coach Ditka said. "My goal is to influence as many people as possible with the VideoJuice.com Prancercise® Challenge. While we celebrate the newly eligible players at the 2015 NFL Draft, I would like to raise awareness for the veteran players who need our help."

Coach Ditka will be joined in the challenge by Prancercise® founder Joanna Rohrback, who has become a viral sensation for her "springy, rhythmic exercise." She has received over 10 million views on a YouTube video demonstrating the movement defined as being "similar to a horse's gait and ideally induced by elation."

To further raise the stakes, Coach Ditka declares that if he can raise more than \$100,000, he will recruit his NFL friends to Prancercise® with him in support of the

cause that greatly improves the lives of fellow NFL heroes. Additionally, the highest bidder will be treated to a private dinner with Ditka and Rohrback and featured in an actual Prancercise® video.

The proceeds donated to GGAF through VideoJuice.com will benefit retired NFL players, providing hands-on assistance to help with hardships faced after football. Donations will help provide retired players with medical and financial assistance, as well as coordination of services for food, automotive payments and childcare.

To donate to the Prancercise® Challenge, visit [VideoJuice.com](https://VideoJuice.com). For more information about Gridiron Greats, visit [GridironGreats.org](https://GridironGreats.org).

**About VideoJuice.com:** VideoJuice.com is an online fundraising platform that showcases the creative and sometimes outrageous things people are willing to do to raise money for their favorite charity. The mission at VideoJuice.com is to provide a platform and a community that encourages people to tap into their creativity and find new ways to increase funds and awareness for their favorite cause through personal challenges. VideoJuice.com asks the question, "What are you willing to do for your favorite cause?"

**About Gridiron Greats Assistance Fund:** The Gridiron Greats Assistance Fund's mission is to assist retired NFL players and their families in dire need. Gridiron Greats provides hands-on assistance to help retired players and their families deal with hardships they face after football. The services include medical assistance, transportation costs for medical evaluations and surgeries, dental assistance, housing assistance, financial assistance for utilities, medication, and coordination of services for food and other day to day necessities. Gridiron Greats Assistance Fund, Inc. (GGAF) is a Wisconsin nonprofit corporation that has received recognition of federal tax-exempt status as a public charity under Section 501(c)(3) of the Internal Revenue Code. Contributions to GGAF are tax-deductible to the extent permitted by law.

Media Contact:

Brittany Walsh

Rubenstein Public Relations

212-843-9207

[BWalsh@RubensteinPR.com](mailto:BWalsh@RubensteinPR.com)

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