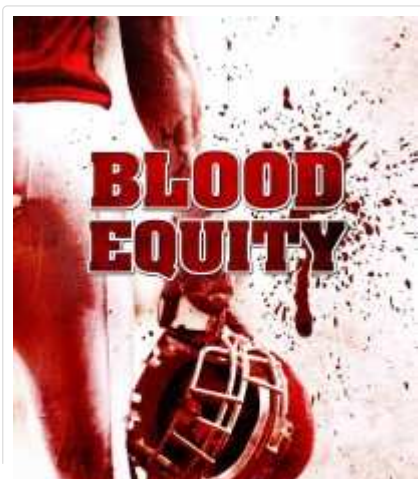


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## "Blood Equity"

This new documentary film focuses on the health and financial issues facing former NFL Players following their retirement, including their ironic struggle against the NFL Player's Union and the team owners.

Through interviews with both notable figures like Mike Ditka and Tony Dorsett as well as lesser known players, the audience learns about their experiences from the dream of making it in the NFL to the hardships they have faced when the cheering stops. The physical pain escapes no one even one of the greatest tight ends ever, John Mackey, who has had to deal with the debilitating effects of dementia.





The 63-minute film, produced by former Super Bowl champion linebacker Roman Phifer, among others, candidly lay out the facts.

The NFL on an annual basis:

- - Draws over 17 million fans
- - Generates over \$7 billion

Yet the filmmakers state that the NFL Players Association, the union representing nearly 1,400 players, with a treasury over \$1 billion, largely turns a blind eye toward the health and welfare of former players who helped make the league what it is today with some players suffering serious disabilities as a result of playing football and no net after they turn in their uniforms and fall from public view.

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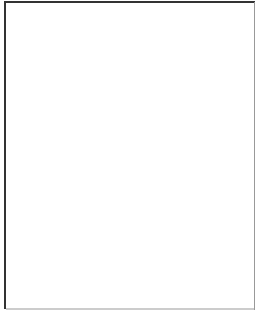
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