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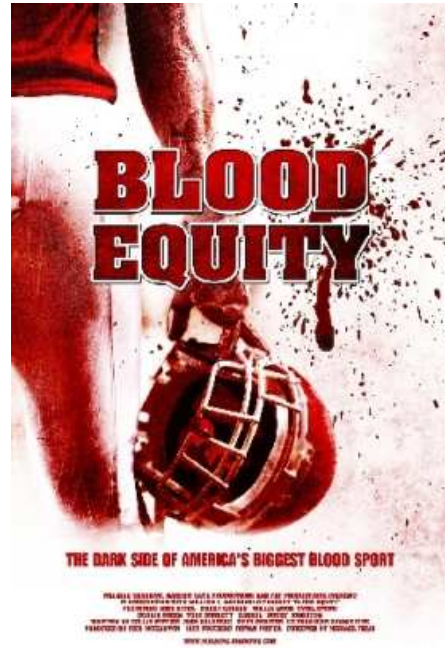
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December 2009

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Blood Equity (DVD)

Super Bowl Champ's Controversial Film About NFL Player Injuries Released on DVD



Beverly Hills based Walking Shadows has announced the DVD release of Blood Equity, Super Bowl Champ Roman Phifer's controversial film about NFL Player Injuries – an exposé of the dark side of the NFL, America's Biggest Blood Sport.

Los Angeles, CA, December 06, 2009 --([PR.com](#))-- In recent days, NFL injuries and the "safety" epidemic have caught the attention of Congress, the media, and the nation at large, with outlets such as 60 Minutes, the New York Times, and New Yorker Magazine devoting intensive coverage to the controversial congressional hearings attacking the NFL for its negligence towards its star employees.

Roman Phifer, three time Super Bowl Champion and Assistant Coach for the Denver Broncos, and his business partners Rico McClinton and Joe Ruggiero - produced Blood Equity, a hard-hitting film that focuses on the issues facing former NFL Players following their retirement, including their ironic struggle against the NFL Player's Union and the team owners they made rich.

The film features intense, passionate interviews with such notables as Mike Ditka (Player Super Bowl V, VI; Coach Super Bowl XX), Harry Carson (Super Bowl XXI), Willie Wood (Super Bowl XXIV), Cyril Smith, Donnie Green, Tony Dorsett (Super Bowl XXXVII), Darryl Johnston (Super Bowl XXX) who share heartfelt and personal testimonies of living their dreams as NFL players – as well as the dark side of that life and some of the unforeseen nightmares.

A portion of the proceeds from the sale of Blood Equity benefit the Gridiron Greats. The Gridiron Greats Assistance Fund is a non-profit, 501(c) (3) corporation, established to provide financial assistance and coordinate social services to retired NFL players in dire need of support.

The film was released on DVD December 1st, 2009, and is already available for to order on Amazon, Netflix, Facebook, and many others. It will debut on iTunes and Hulu shortly thereafter.

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Posted by Administration at 12/9/2009 9:11 AM

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