



**FOR IMMEDIATE RELEASE  
November 11, 2008**

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**MULTI-PLATINUM RECORDING ARTIST JESSE MCCARTNEY  
TEAMS WITH NFL & UNITED WAY IN DETROIT LIONS'  
THANKSGIVING HALFTIME SHOW**

*McCartney to Perform Chart Topper Leavin' and His Most Recent Single How Do You Sleep?  
from Hit Album "Departure"*

**Detroit, MI (November 11, 2008)** – [JESSE MCCARTNEY](#) will take the field for [United Way](#), the [Detroit Lions](#) and [National Football League](#) during the Thanksgiving Day Halftime Show as part of the Lions vs. [Tennessee Titans](#) game at [Ford Field](#) November 27 at 12:30 p.m. (ET) on CBS.

McCartney's *Leavin'* and *How Do You Sleep?* from his latest [Hollywood Records](#) album "Departure," is a new and edgier pop/R&B sound reflecting McCartney's growth as both a singer and songwriter. *Leavin'* spent five weeks at #1 on the CHR / Top 40 Chart and has gone platinum with over one million digital singles on iTunes.

McCartney's live performance will be the highlight of the halftime show, which focuses on United Way and NFL's commitment to youth health and fitness. The show will encourage young fans to get 60 minutes of exercise each day, as part of NFL PLAY 60, the league's youth health and fitness campaign. United Way is asking NFL fans to support their 10-year goal to get 1.9 million more kids healthy and fit by donating to United Way in-school and after-school fitness programs. Throughout the holiday weekend, fans can log onto [nfl.com/play60](http://nfl.com/play60) to make a donation to United Way to help reverse the growing epidemic of childhood obesity.

Previous performers at the Thanksgiving Day Halftime Show have included the Goo Goo Dolls, Mariah Carey, Bon Jovi, Mary J. Blige, John Mellencamp, Enrique Iglesias and John Fogerty. It takes hundreds of people from throughout Southeastern Michigan volunteering their time and talents to deliver the 10-minute show, which is produced annually by sports/entertainment company e2k.

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**About Jesse McCartney**

Performances of *Leavin'* and *How Do You Sleep?* are now available as podcasts through iTunes. McCartney also continues to add to his acting resume which includes a guest role on "Law and Order: SVU" as well as a multi-episode arc on "Greek" in January 2009. He recently lent his voice to the popular "Alvin and the Chipmunks" film as Theodore. In addition to the success of his own album, McCartney co-penned Leona Lewis' #1 single in the US and Britain, *Bleeding Love*. For additional information, please visit McCartney's official website at [www.jessemac.com](http://www.jessemac.com).

**About United Way**

United Way is a global network, including nearly 1,300 local organizations in the U.S. that advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED™ is a call to action for everyone to become part of the change. For more information about United Way, please visit: [LIVEUNITED.org](http://LIVEUNITED.org).

**About the NFL & United Way Partnership**

For 35 years, United Way and the National Football League (NFL) and its teams have been working together to help strengthen America's communities. Today, the NFL and United Way are leveraging resources and relationships to raise awareness about the importance of youth health and fitness and create opportunities for kids to lead healthier lifestyles. It's part of United Way's 10-year goal to increase by one third the number of youth who are healthy and avoiding risky behavior. Learn more about the NFL-United Way partnership at [LIVEUNITED.ORG/NFL](http://LIVEUNITED.ORG/NFL).

**About NFL PLAY 60**

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with partner organizations like the United Way. PLAY 60 is also implemented locally, as part of the NFL's in-school, after-school and team-based programs. For more information, visit [www.NFLRush.com/health](http://www.NFLRush.com/health).