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**ATTN: NEWS/ASSIGNMENT EDITORS**  
**MEDIA ADVISORY FOR SATURDAY, DECEMBER 17, 2016**

**MR. ROBBINS NEIGHBORHOOD HOSTS FREE HOLIDAY BREAKFAST AND EVENT**

*-Families are invited to take photos with Fred Robbins as Fred Clause-*

**EAST TWEET:** Bring your friends & family to @Mr\_RobbinsHood Holiday breakfast. Get your photos w/ Fred Claus on Saturday at 8 am @ Wedgewood Com. Center

**WHAT:** Fred and Tia Robbins' non-profit organization, Mr. Robbins' Neighborhood, will host a free community holiday breakfast for the community. The event will feature music, a pancake breakfast, arts and crafts and the opportunity to get photos with Fred Robbins dressed as Fred Claus.

**WHO:** Fred Robbins, Super bowl champion and Pensacola Native  
Pensacola families

**WHERE:** Marie K. Young Wedgewood Community Center  
6405 Wagner Rd  
Pensacola, FL 32505

**WHEN:** Friday, December 17  
8:00 a.m. – 11:30 a.m.

Mr. Robbins Neighborhood is hosting the inaugural event to continue their mission to promote and build community in support of Pensacola youth. All Pensacola families are encouraged to attend the breakfast event. Families and kids will have the opportunity to get their photo taken with Fred Claus and each photo will be printed onsite. The event is free for all kids. Parents are asked to consider making a \$5 donation, which will benefit Mr. Robbins Neighborhood and the mission to inspire high school youth athletes on and off the playing field, but no one will be turned away.

**Event Timeline:**

8:00 a.m. - Doors Open

9:00 a.m. - Breakfast served and Fred Claus arrives

**About Mr. Robbins Neighborhood:**

Mr. Robbins Neighborhood (MRN) was established in 2014 by 12-year NFL veteran Fred Robbins and his wife, Tia. The organization's foundation is rooted in the couple's passion to provide guidance and mentorship to young athletes on their life journeys.

The harsh reality is 99.81 percent of high school athletes who participate in sports do not achieve a professional sports dream. Even for those who do play professionally, athletic careers are often short lived. The purpose of Mr. Robbins Neighborhood is to address this issue. MRN works to inform student athletes of the realities of chasing a professional sports career while arming them with the knowledge and skills to achieve success in non-sports arenas. The MRN program is rooted in the effort to broaden the landscape of what inspiration, dreams and goals can look like for the youth of Pensacola. The organization's ultimate goal is to decrease the number of young athletes who are not prepared at the end of a high school, collegiate or professional career to transition to a new profession and realize success.

#### About Fred Robbins:

Former Super Bowl champion and retired NFL defensive tackle, Fred Robbins, began his illustrious 12-year professional football career when he was drafted in the second round of the 2000 NFL Draft by the Minnesota Vikings. During his career, Fred was a member of the Vikings, New York Giants and the St. Louis Rams. He retired from the NFL in 2012.

Robbins now works with young football players as an athletic coach at EXOS, a sector of Andrew's Institute. He serves as a board member and Secretary of the Pensacola Chamber of Commerce and supports many local charities and events. Robbins attended J.M. Tate High School in Pensacola where he lettered in football and baseball. In 2016, he was inducted into the Pensacola Sports Hall of Fame. Robbins played college football at Wake Forest University where he started every game for three years at defensive tackle. Robbins' alma mater honored his collegiate career in 2015 by inducting him into the Wake Forest University Hall of Fame.

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