

NFL Safety Bryan Scott Awards Free Super Bowl Trip, \$5000 to 12 Year Old Aspiring Ballerina

Lauren Hendrick of Bemus Point, NY wins top prize in the "Show Your Dedication" contest for motivational video about her passion for ballet

Bemus Point, NY - When Lauren Hendrick told her parents last year that she would like to go to the Super Bowl for her birthday, they dismissed the notion as just a dream. But when Buffalo Bills Safety Bryan Scott announced the "Show Your Dedication" video contest, with the Super Bowl as the top prize, Lauren saw her golden opportunity.

Scott launched "Show Your Dedication" video contest in association with the release of his debut music single, *Dedicated*—calling for people to produce and submit a video that showcased their personal passion and dedication. Lauren beat out hundreds of contest entrants from 32 states and ten (10) finalists with a moving video that demonstrated her passion for ballet.

When Lauren turns 13 on February 5th, she and her father, David, will be at Lucas Oil Field for the big game. Lauren also won a \$5,000 Grand Prize to support her dedication, which she says will go toward dance supplies, summer dance training, costumes and needed repairs at her dance studio to help ensure future ballerinas have the same opportunity to pursue their passion.

"I am so excited. To go to the Super Bowl on my birthday, with my dad, will be a once-in-a-lifetime experience," Lauren said. "And, to be able to help make sure other girls will continue to have a ballet studio like I do is very important to me."

The "Show Your Dedication" Contest was powered by Scott and Team BScott—a movement to help encourage people to foster the substance of working hard for and pursuing their passion.

In addition to being a world-class athlete, Scott is a talented musician whose passion for music dates back to age eight when he taught himself to play piano, drums and saxophone. Scott produced his first single *Dedicated* during last year's NFL lockout (<http://www.youtube.com/watch?v=OO3S6FAXt8s>).

For the *Dedicated* music video, which was produced by Scott's brother Brandon Scott, Scott engaged some of his NFL friends and competitors who also share a love for music—including Atlanta Falcons Fullback and Pro Bowler Ovie Mughelli, Buffalo Bills Linebacker Arthur Moats, Atlanta Falcons Linebacker Stephen Nicholas, and Jacksonville Jaguars Pro Bowl Running Back Montell Owens. The inspirational pop song encourages people to "aim for the moon" and stay dedicated to their passions.

"I am very happy for Lauren. Anyone who has seen her video knows how dedicated and selfless she is to not only pursue her passion for ballet, but also to share that with others," said Scott. "It was incredibly rewarding to see people so passionate about such a wide range of things, including dance, music, community service, travel, teaching, sports and more, and to be able to help them share their passions with the world."