

Retired New York Football Giants Super Bowl XXI co-captain **George D. Martin** is the Founder of “*a Journey for 9/11.*” *a Journey for 9/11* is the ongoing nationwide initiative to raise awareness about and funds to help mitigate the serious medical conditions (including chronic bronchial disease, leukemia and other cancers, post traumatic stress disorder) faced by thousands of 9/11 rescue and recovery workers who are now ill as a direct result of their service at Ground Zero. From September 16, 2007, to June 21, 2008, Mr. Martin traversed on foot 3,000+ miles on his Journey, raising more than \$5 million in the process for this non-profit organization.

Mr. Martin was a star defensive end and co-captain of the Super Bowl XXI Champion New York Giants (1986). He played his entire 14 year career (1975-1988) for the New York Football Giants and retired with more touchdowns than any defensive lineman in NFL history. In Super Bowl XXI, Mr. Martin famously tackled Broncos quarterback John Elway for a safety in the end zone. Mr. Martin also served as president of the NFL Players Association and was instrumental in negotiating the league’s collective bargaining agreements.

Mr. Martin was a co-founder and Chairman of Minority Athletes Networking, etc. (“MAN”) – a not for profit organization committed to cultivating inner city youths. During the past 18 years, MAN has provided approximately 200 students with over \$800,000 in scholarship monies. Additionally, MAN sponsors the Football Camp of Bergen County, Toys for the New Hope Development Center, Bronx Psychiatric Hospital, Harlem Junior Tennis Program, Althea Gibson Foundation Tennis Program, Adopt-A-School – Central High, SAT Preparatory Classes – FDU, and Thanksgiving Dinner for Seniors in Paterson, Roselle, and Newark New Jersey.

Mr. Martin also serves as an Executive Board Member for the National Football League Youth Football initiative – focused on molding, teaching, and instructing NFL coaches, facilities, and players. He is a board member for the New York Football Giants Alumni, where he focuses on integrating disenfranchised former team members back into productional roles within society.

As a former team board member and Distinguished Achievement award recipient at Fairleigh Dickinson University, Mr. Martin is still involved in numerous university fund raising efforts. He is the Honorary President of Tomorrow’s Child Fund and Honorary Dinner Chairman of the Make A Wish Foundation.

Mr. Martin formed an organization called Young African-American Professionals (YAAP) whose sole responsibility is that of a self-help networking group responsible for supporting each others growth personally and professionally and going out into the community and making a difference. He is responsible for mentoring countless individuals and has had a profound influence on the lives of the youth.

Out of 1,600 candidates in the 1986 class, Mr. Martin was inducted into the NFL Hall of Fame as their Humanitarian of the Year (also known as the Byron “Whizzer” White award recipient, in honor of the United States Supreme Court Justice). He also shared a national platform with the Reverend Billy Graham in 1986 representing Christian Ball Players. Mr. Martin was nominated by President George H. W. Bush Sr. for his humanitarian efforts in 1987. Mr. Martin was inducted into the Sports Hall of Fame of New Jersey in 2004.

On *a Journey for 9/11*, Mr. Martin, 58, passed through portions of 13 states, including New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, Tennessee, Arkansas, Oklahoma, Texas, New Mexico, Arizona and California. The retired NFL great lost more than 40 pounds during his trek, during which he visited schools, fire houses, police stations, government offices, and other places where he raised awareness about the plight of Ground Zero workers.

a Journey for 9/11 works with three medical institutions in the New York metropolitan area specially chosen for their work with the rescue and recovery workers of 9/11. Each of these centers has agreed to provide a dollar-for-dollar match for every dollar delivered to them by a Journey for 9/11. These centers are Mount Sinai Medical Center, North Shore-Long Island Jewish Health Systems and Hackensack University Medical Center.

For his charitable efforts, Mr. Martin was named one of ABC News' 2007 "Persons of the Year," received the prestigious Heisman Humanitarian Award in December 2007, and was recognized in May 2008 with an Honorary Doctor of Humane Letters Degree from Fairleigh Dickinson University in New Jersey for his lifelong commitment to community service.

At AXA Equitable, Mr. Martin was responsible for implementing the company's financial sports programs, helping to form strategic partnerships with AXA's financial experts in investments, insurance, money management, tax and estate planning strategies to facilitate meeting the needs of individuals within the professional sports arena. Under his leadership, AXA Sports Financial Services provided Financial Education Seminars to 20 of the 32 NFL teams, 10 teams in Major League Baseball, the Women's National Basketball Association (WNBA), and the NBA Retired Players' Association (NBRPA). He played a pivotal role in helping the NFL Players Association develop its Registered Financial Advisors Program. He joined AXA Equitable following the company's acquisition of Mutual of New York (MONY) in 2004.

Before the New York Giants drafted Mr. Martin in 1975, he was a star collegiate player for the University of Oregon Ducks. He later earned his Bachelors Degree from Fairleigh Dickinson University (FDU) in 1987. Mr. Martin is currently serving a second term as a member of FDU's Board of Trustees.

Mr. Martin also serves as a board member of Hackensack University Medical Center, The East Orange Medical Center, Drug Abuse Resistance Education of New Jersey, The Giblin Foundation and The Harlem Junior Invitational Tennis Tournament.

Currently, Mr. Martin serves as the Executive Director of MAN-etc., Inc.