

# MEDIA KIT

REVISED 01.10.23



## ABOUT THE FOUNDATION

### Our Mission

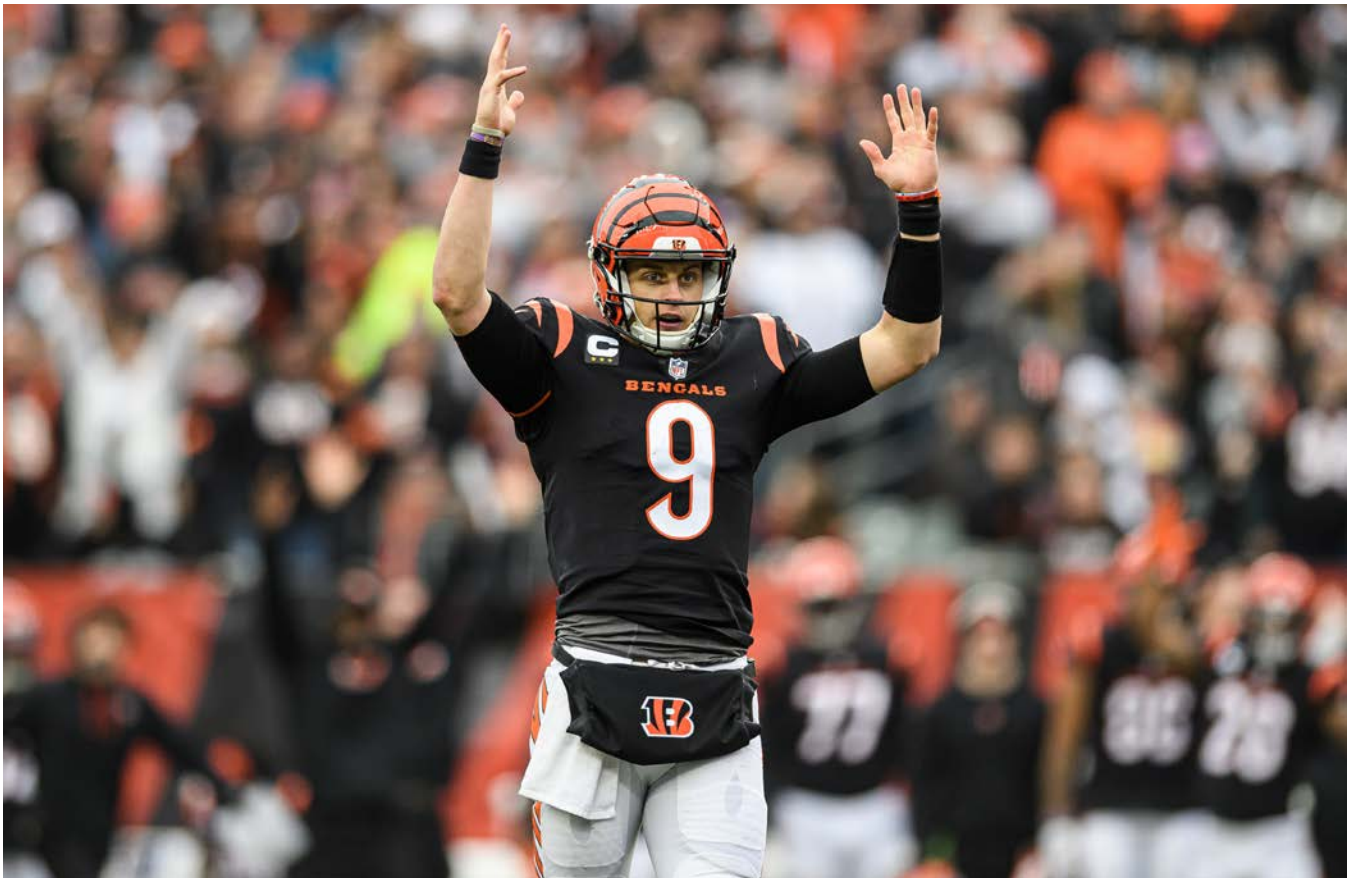
To provide resources and support to the underprivileged and underserved.

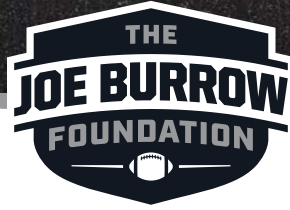
### Our Focus

Food insecurity and childhood mental health.

These are two areas of need that are close to our hearts:

- **Food insecurity:** There was an outpouring of support to address food insecurity in Athens County, Ohio, following Joe's 2019 Heisman trophy speech. Joe, Robin and Jimmy wanted to expand on these efforts.
- **Childhood mental health:** As a lifelong educator, Robin sees the impact of mental health challenges on kids every day. The Burrows know this is an important issue and want to do something to help.





## BRAND OVERVIEW

### The Joe Burrow Foundation Logo

The Joe Burrow Foundation logo is outlined in white. When the logo is used on white, this outline is not visible. When the logo is used on color, the white outline should separate the logo from the background. The logo should always be surrounded by a clear space equal to the width of the football. (This clear space is in addition to the white outline.)

**Please note:** Use of the JBF logo for any third-party communication must be requested and approved by JBF leadership. Please complete and submit the logo request form available on [joeburrow.org](http://joeburrow.org).



### Color Palette

In the event that a lighter gray is needed for layouts, use the secondary gray rather than tinting the primary colors.

#### Pantone Black 6

C100 M79 Y44 K93  
R16 G24 B32  
#101820

#### Pantone Cool Gray 7

C20 M14 Y12 K40  
R151 G153 B155  
#97999B

#### Pantone Cool Gray 2

C5 M3 Y5 K11  
R208 G208 B206  
#D0D0CE

### Typography

Use the font Industry for headlines and callout text, and the font Roboto for body copy. Both fonts are available through Adobe Creative Cloud.

#### INDUSTRY BLACK

This is Roboto Regular. Nequis aut ut volest veliae cupti optae nos sa dolor aut que volore etur autam fugitem errum quatiumquo erspel itaeror.

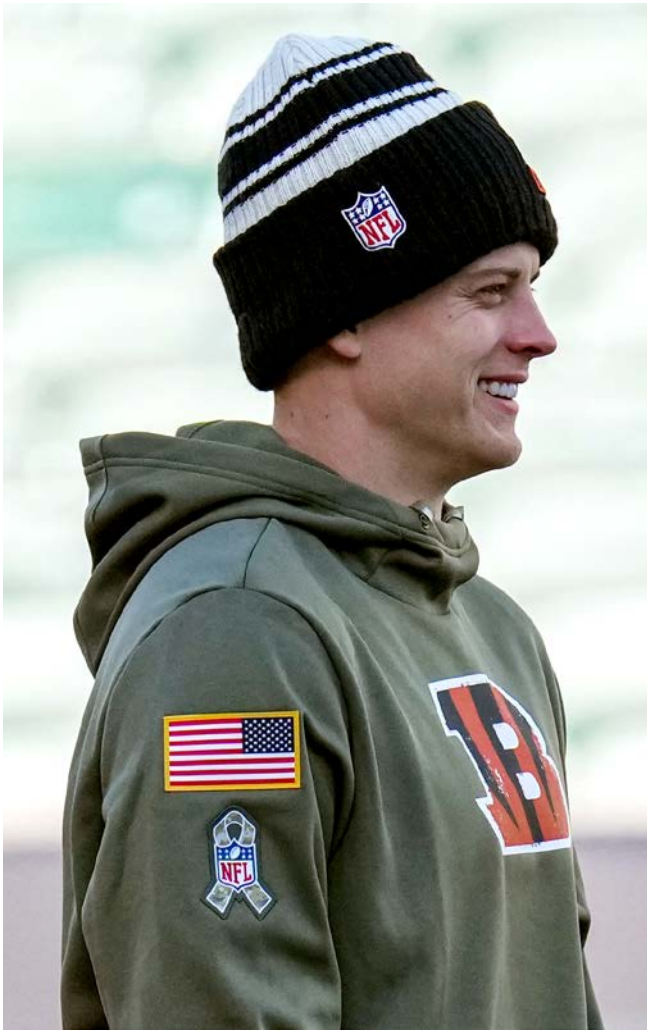
*This is Industry Demi Italic. Eris es quis plitam vel maiorio beaque sit, velignat il molupiet.*

This is Roboto Regular. Lorem ipsum dolor sit amet.





## QUOTES FROM JOE BURROW



“I hope you will join us in making an impact through the Joe Burrow Foundation. Visit [joeburrow.org](http://joeburrow.org) to learn more.”

.....

“Everyone has a responsibility to do good.”

.....

“My foundation team is working on how we will give back to the communities so stay tuned!”

.....

“Growing up, my mom would share stories of kids that had some really significant struggles. Some didn’t have food on their table. Some didn’t have support from parents or family members. This has really stuck with me. I knew that if I was ever able to be in a position to help – to give back – that I would.”

.....

“We will focus on kids and families that do not have access to food consistently and for children impacted by a mental illness. I want to use this platform because we all have a responsibility to do good. There are people right down the road from where we sit that do not have access to food and that just doesn’t sit right with me. There are also kids that are battling a mental illness and that just makes their journey in life so much harder. If I can take away one burden by supporting these causes, I am going to do it.”



## BIOS OF EXECUTIVE TEAM



### **Joe Burrow, president, Joe Burrow Foundation**

Joe, quarterback for the Cincinnati Bengals, was born in Ames, Iowa, and is the son of Robin and Jim Burrow. In his first year at LSU, Burrow was named the starting quarterback as a redshirt junior in 2018. He was named SEC Offensive Player of the Week twice during his tenure at LSU. On December 14, 2019, Joe Burrow was selected as the 85th winner of the Heisman Memorial Trophy, an annual award for the most outstanding player in college football. Joe was one of 58 players invited to the 2020 NFL Draft where he was selected first overall by the Cincinnati Bengals. In 2021, he led the Bengals to Superbowl LVI.

**LSU stats:** [lsusports.net/sports/fb/roster/player/joe-burrow](https://lsusports.net/sports/fb/roster/player/joe-burrow)

**Bengals stats:** [bengals.com/team/players-roster/joe-burrow](https://bengals.com/team/players-roster/joe-burrow)



### **Robin Burrow, secretary and treasurer, Joe Burrow Foundation**

Robin Burrow, secretary and treasurer of the Joe Burrow Foundation, is the principal of Eastern Elementary School in Reedsville, Ohio. Robin also serves as a senior executive of the Appalachian Children's Coalition, an organization with an objective to "help improve the health and well-being of our region's children." Robin is the mother of Bengals Quarterback Joe Burrow. She has lived and taught in southeast Ohio for 15 years.



### **Jimmy Burrow, vice president, Joe Burrow Foundation**

Jimmy Burrow, vice president of the Joe Burrow Foundation, is a former defensive back in the National Football League (NFL) and the Canadian Football League (CFL). He is a retired college football coach and father of Heisman Trophy winner and Cincinnati Bengals quarterback, Joe Burrow. Jimmy played college football at the University of Nebraska – Lincoln. His last coaching position was as defensive coordinator for Ohio University from 2005 – 2019. Jimmy timed his retirement from coaching to coincide with the final college football season of his son, Joe Burrow, who played at LSU in 2018 – 2019 and 2019 – 2020.



**Peter Wright, director, Joe Burrow Foundation**

Peter Wright is managing partner, advisor at LourdMurray. He joined LourdMurray in 2013 in the Louisiana office. He is a 22-year veteran of Wall Street, and was previously a senior vice president at Raymond James & Morgan Keegan from 2007 – 2013. Peter was a Chairman’s Club Member at Raymond James. He has a Bachelor of Science from Louisiana State University (1986) and is a native of Birmingham, Alabama. He is the father of four children.



**Brian Bishoff, director, Joe Burrow Foundation**

Brian is an agent at WME Sports and represents Joe for all of his off-the-field endeavors. A graduate of Denison University, he has worked in the industry for 20 years and is a trusted source for the Burrow Family. Brian and his wife Kate reside in Chicago with their three children.



**Amy Floyd, executive director, Joe Burrow Foundation**

Amy, CEO of Floyd Foundation Management, brings extensive experience to her role with JBF. Her background in relationship management, event management, and strategic planning supported JBF’s successful launch and ongoing work. Amy has a bachelor’s degree in marketing from the University of Kentucky. She lives in Erlanger, KY with her husband, Mark and their three girls.



## CONTACT US

For more information about our mission, primary focus areas, grant or sponsorship opportunities, please contact us at [info@joeburrow.org](mailto:info@joeburrow.org).

