



Contact: Mary Jefferson
Special Projects Liaison
One Plus One Equals U, Inc.
502-708-8176
mejefferson09@yahoo.com

Secondary Contact: Margaret Dunbar-Demaree
Executive Director/Founder
One Plus One Equals U, Inc.
502-500-0433
margaret@1plus1equalsu.com

FOR IMMEDIATE RELEASE

Who: Keenan Burton, NFL St. Louis Rams Wide Receiver
What: Faith, Family & Football Educational Awareness Tour Meet & Greet
and Scholarship Announcement
When: Saturday, April 24, 2010, 7:00 pm – 9:00 pm
Where: Caffé Classico, 2144 Frankfort Ave, Louisville, KY

NFL RAMS' BURTON SCORES TD WITH EDUCATIONAL AWARENESS TOUR "Faith, Family and Football" tour kicks off April 23 at Cochran Elementary School

LOUISVILLE, KY (April 9, 2010) — Keenan Burton, wide receiver for the St. Louis Rams since 2008 and former standout wide receiver for the University of Kentucky, is returning to the academic classrooms of his native, Louisville, KY. During the "Faith, Family & Football Educational Awareness Tour," April 23-29, Burton will make special guest appearances in Louisville to advocate the importance of higher education, social responsibility and making a difference in one's community.

The tour kicks off in Louisville on April 23, at Cochran Elementary School. On Saturday, April 24, Burton will formally announce the founding of the Burton-Taylor College & Academic Scholarship. Honoring Edward Burton and Gladys Taylor, the younger Burton's parents, the Burton-Taylor College & Academic Scholarship aims to empower youth who have overcome socio-economic and family obstacles to pursue educational attainment and academic achievement against all odds. The announcement will take place at 8:00 p.m. during a Pre-Derby Meet & Greet at Caffé Classico on Frankfort Avenue.

In its inaugural year installation, only students actively participating in One Plus One Equals U, Inc., will be eligible for the award.

**P.O. Box 22561 • Louisville, KY 40252 • (502) 500-0433 ph • (502) 399-1563 fax
www.1plus1equalsu.com**

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Burton enthusiastically endorses the educational efforts of One Plus One Equals U, Inc., a local youth empowerment organization in Louisville that provides multi-level services to middle and high school students. Its primary mission is to prepare students for admissions into a post-secondary institution of higher learning, including colleges, universities, technical/vocational schools, military and career vocation opportunities.

“It is refreshing to see that Keenan’s belief in education and social responsibility run parallel to our mission at One Plus One Equals U. We are so grateful that he is a part of our team and vision for the youth of our community,” said Margaret Dunbar-Demaree, executive director of One Plus One Equals U, Inc.

On Sunday, April 25, Burton will sign sports apparel and memorabilia during a Family and Friends Meet & Greet event at Cardboard Heroes inside The Mall in St. Matthews, from 2:00-3:30 p.m. Michael Bush, former University of Louisville wide receiver and wide receiver for the NFL Oakland Raiders, may join his sports colleague at the meet and greet.

Burton is a graduate of duPont Manual High School (2000-2003) and of the University of Kentucky (2003-2006), where he obtained a B.S. in agricultural communications. His career stats at the University of Kentucky include 23 touchdowns, 2,155 yards and 169 receptions. Burton was an NFL fourth-round draft pick to the St. Louis Rams in 2008 and has since logged 38 receptions, 125 yards and one touchdown.

A popular athlete and young humanitarian, Burton believes that “education has pushed me into the highest heights of achievement on and off the playing field of football.”

In his first “Faith, Family & Football Educational Awareness Tour,” the spirited NFL player lives by the motto, “Never forgetting where you come from can only serve to make you a better person.”

“Supporting social, civic and educational issues that matter is, indeed, one of my greatest achievements. Football has only been a catalyst for me to ‘reach for the stars’ in hope and in life. Everything else rests on the power of faith,” he states emphatically.

Burton's appearance is made possible by One Plus One Equals U, Inc., SLAP Advertising, LetResearchWork4you.net, State Farm Companies Foundation and Louisville Metro Council.

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“FAITH, FAMILY & FOOTBALL EDUCATIONAL AWARENESS TOUR” ITINERARY

Locations for presentations will be in the schools' gyms, unless otherwise noted or if no venue was given by hosts.

- Fri, 4/23 Cochran Elem. School 2:30 p.m. - 3:15 p.m.
500 West Gaulbert Ave, Louisville, KY 40208
Phone: 502-485-8230
Contact: Cordelia Howard-Chandler
cordelia.howard-chandler@jefferson.kyschools.us
- Sat, 4/24 Louisville Free Public Library 12 noon - 1:00 p.m.
Main Children's Library 301 York St., Louisville, KY 40208
Phone: 502-574-1683
Contact: Paul Burns
paul.burns@LFPL.org
Will read, "More Than Anything Else," by Louisville children's books author, Marie
Bradby, to Young Readers (Pre-K through 3rd Grade)
- Sat, 4/24 Caffé Classico 7:00 p.m. - 9:00 p.m.
2144 Frankfort Ave, Louisville, KY 40206
Phone: 502-895-0076
Contact: Tommie Mudd
Pre-Derby Meet & Greet, formal announcement of Burton-Taylor College &
Academic Scholarship. Free admission, open to the public. Appetizers and drinks
available for purchase.
- Sun, 4/25 Cardboard Heroes 2:00 p.m. - 3:30 p.m.
Mall St. Matthews
5000 Shelbyville Rd., Louisville, KY 40207
Phone: 502-896-2111
Contact: Greg Heinz
greg.h@cheroes.com
Family and Friends Meet & Greet, possible guest appearance by Michael Bush,
Oakland Raiders. Free and open to the public.
- Sun, 4/25 Burton departs from Louisville
Wed, 4/28 Burton returns to Louisville, tour continues

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- Wed, 4/28 Trinity H.S. Convocation Hall 1:10 p.m. - 1:55 p.m.
4011 Shelbyville Rd, Louisville, KY 40207
Phone: 736-2106; 594-8028
Contact: Steve Ferman
ferman@thsrock.net
- Wed, 4/28 Kosair Children's Hospital 4:00 p.m. - 5:00 p.m.
231 E. Chestnut St, Louisville, KY 40202
Phone: 629-5061
Contact: Carrie Porter
porter.caroline@nortonhealthcare.org
- Thurs, 4/29 Pleasure Ridge Park H.S. 10:00 a.m. - 10:45 a.m.
Lunch & Learn Series
5901 Greenwood Road
Louisville, KY 40258
Phone: 485-8311
Contact: Gerald "Jerry" Mayes
gerald.mayes@jefferson.kyschools.us
- Thurs, 4/29 Fairdale H.S. 11:30 a.m. – 12:00 noon
Lunch & Learn Series
1001 Fairdale Rd, Louisville, KY 40118
Phone: 485-8248
Contact: Christopher Johnstone
christopher.johnstone@jefferson.kyschools.us
- Thurs, 4/29 duPont Manual H.S. 1:00 p.m. - 1:45 p.m.
120 W. Lee St, Louisville, KY 40208
Phone: 485-8241
Contact: Darryl Farmer
darryl.farmer@jefferson.kyschools.us

SCHEDULE INFORMATION SUBJECT TO CHANGE WITHOUT NOTICE

--END--

**FROM THE DESK OF
KEENAN E. BURTON
NFL ST. LOUIS RAMS--ST. LOUIS, MISSOURI**



BIO KEENAN BURTON

Keenan Edward Burton was born in Louisville, Kentucky, October 29, 1984, two minutes and 30 seconds before his fraternal twin sister, Keisha Shantee Burton. They arrived eight weeks premature.

As a young boy, Keenan was a prolific athlete playing Little League T-ball, baseball, track and field, basketball and of course, football. His parents, Gladys Taylor and Edward (Eddie) Burton, stressed the importance of education, discipline, social responsibility, honesty and putting God first.

Mr. Burton graduated from duPont Manual High School in Louisville in 2003. He went on to obtain a bachelor's degree in agricultural communications from the University of Kentucky, graduating in 2006 after only three-and-a-half years. He was a popular student and record-breaking wide receiver while playing football at the university and was nicknamed by the press as "Mr. Quick Step" for his speed and agility on and off the football field. The recipient of numerous awards, trophies and recognitions for his athletic prowess and civic engagement, Burton was recruited on April 27, 2008 by the NFL St. Louis Rams as a fourth-round draft selection.

Since high school, Mr. Burton has been a staunch supporter of issues related to children's health, education, displaced families and health and fitness. He sees sports as a great equalizer for youth.

Keenan Edward Burton is the grandson of Joanna and Edward Burton, Sr., of Louisville and Roberta and James Taylor of Rockport, IN. He is also a member of the Fellowship of Christian Athletes, Omega Psi Phi Fraternity, Inc. and Kenwood Northeast Baptist Church.