

## Hip Hop Notable Snoop Dogg's Snoop Bowl III

Written by Robert ID3251

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Legendary hip hop notable, rap artist Snoop Dogg's Snoop Bowl III will be taking place on February 3rd, 2007 at the Orange Bowl Stadium in Miami, FL. The event is being produced by Jacksonville-based Axcess Sports & Entertainment.

Snoop Bowl III will feature the hip hop artists Snoop's Snoop Dogg All-Stars, a youth football team from California coached by the hip hop notable Snoop, against an all-star team from South Florida coached by Oakland Raider Zach Crockett, his brother, former Minnesota Viking, Henri Crockett and Green Bay Packer Al Harris. The game will be held the day before Super Bowl XLI, and is expected to draw in excess of 15,000 fans. The teams will be competing for the Snoop Bowl Trophy, which is being created by the world-renowned jeweler and silversmith Tiffany & Co., who also craft the Vince Lombardi Super Bowl trophy for the NFL.

Snoop Bowl II, held last year in Detroit, MI prior to Super Bowl XL was a huge success, drawing nearly 20,000 fans and raising over \$50,000 for charities. In that game, the Snoop Dogg All-Stars came away with a 31-6 victory over the Detroit PAL All-Stars, in an event that was tabbed one of the "Top 5 Things To Do in Detroit" during Super Bowl week. In 2005, the Snoop Dogg All-Stars captured the inaugural Snoop Bowl in Jacksonville, FL in front of over 12,000 fans.

"This game is not only about working with the kids through football, and helping them learn all of the positive values that come with it, but it's a way for the kids to see a different part of the country and to meet their peers from other places who are just like them," said the hip hop notatable Snoop Dogg. "This game is all about the kids and making sure they know that we care and want to see them succeed both on the field and off."

The Snoop Dogg All-Stars are made up of kids who participate in the Snoop Youth Football League, a football league comprised of 2,000 kids in the Los Angeles area funded by Snoop Dogg and corporate sponsors like Amp'd Mobile. Snoop Dogg founded the league in 2005 in order to provide at-risk youth an affordable way to play football. Kids who participate must maintain strict academic requirements to remain eligible and Coach Snoop even provides insurance to each participant free of cost.

"If these city kids didn't have the SYFL, most of them wouldn't be able to play football," says Johnny Borda, Senior Director of Production at Amp'd Mobile. "Most of the leagues for kids this

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age are expensive and located in the suburbs, so city kids with working parents don't have a chance to play. The SYFL gives these kids a chance and that is all a kid needs. Amp'd Mobile is proud to support such a worthwhile cause."

Proceeds from Snoop Bowl III will benefit the Snoop Youth Football League, a 501c3 non-profit foundation aimed at building character in under-served youth through athletics, academic and leadership programs.

Tickets are on sale at the Orange Bowl stadium, as well as by calling 877-877-7677 or logging on to [www.ticketfusion.com](http://www.ticketfusion.com) and are \$10 each.