



NFL Tyler Linderbaum, starting center for the Baltimore Ravens teams with

The Big O Foundation in NFL's My Cause My Cleats Campaign

The Big O Foundation is a 501(c)(3) non-profit charitable organization that's making a difference in the lives of those struggling with mental health.

NORTH LIBERTY, IOWA, UNITED STATES, October 6, 2022 – NFL's My Cause My Cleats allows players to express their commitment to the causes that are most important to them. Tyler Linderbaum, originally from Solon and one of college football's best offensive lineman, chose The Big O Foundation- raising Awareness for Mental Health and Suicide Prevention. Linderbaum played at Iowa before becoming a 2022 NFL first round draft pick.

Many players have worked directly with Nike, Under Armour and Adidas to design their cleats. Other teams worked with an independent designer to create cleats for participating players. Linderbaum will use the Foundation's logo in the design of his cleats to be worn in a Week 13 (Dec 1) game. For the fourth consecutive season, the NFL will celebrate Unboxing Day, a league-wide unveiling of the players' custom cleats.

Players will unbox their cleats in hospital visits, classrooms, locker rooms and on stadium fields on Giving Tuesday, Dec. 1. Through Week 14, players will share images of their cleats and the stories behind them on social media, using the hashtag [#mycausemycleats](#). Linderbaum's cleats will be auctioned off at [NFL Auction](#) with 100 percent of money raised donated to The Big O Foundation.

About The Big O Foundation

The Big O Foundation was established by Jennifer and Joe Skelley in memory of their son Owen Eugene Skelley, who died on March 3, 2022. The foundation's goals include educating the public about mental health concerns and offering personal assistance to those in need. Everyone is encouraged to get involved, donate, or volunteer. Any financial or time contributions are much appreciated and required. As a 501(c)(3) non-profit, the Big O Foundation is free from federal

income tax. Generous donations to 501(c)(3) organizations solely for religious, charitable, scientific, literary, or educational purposes are eligible for a tax deduction.

Jennifer Skelley

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