



FOR IMMEDIATE RELEASE

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**BOYS & GIRLS CLUBS OF GREATER WASHINGTON PARTNERS WITH WASHINGTON REDSKINS ALL-PRO TIGHT END VERNON DAVIS AND MEZLAN FINE MEN'S SHOES TO CELEBRATE MENTORSHIP, FATHERHOOD & GIVING BACK**

**KICK-OFF EVENT TO TAKE PLACE THIS SATURDAY JUNE 24 IN THE MEZLAN® STORE AT FASHION CENTRE AT PENTAGON CITY**

**WASHINGTON, DC, (June 19, 2017)**—Boys & Girls Clubs of Greater Washington (BGCGW) is teaming up with Washington Redskins All-Pro Tight End, Vernon Davis and Mezlan® Men's Shoes to celebrate mentorship, fatherhood & giving back.

The overall goal of this campaign is to spotlight the importance of mentorship among male role models and the guiding principle of giving back through philanthropy. This initiative has personal significance for Vernon. "Fatherhood has taught me about unconditional love, reinforced the importance of giving back and taught me how to be a better person", says Davis.

"We appreciate the opportunity to partner with our very own Vernon Davis and the Mezlan brand who not only believe in giving our kids the chance to have great futures but also understand the importance of having a positive mentoring role with youth," President & CEO for BGCGW Gabrielle Webster said. "In this way, the partnership was a natural fit for Boys & Girls Clubs of Greater Washington."

The partnership was kicked off on June 6 with the launching of the digital campaign. **Mezlan® will donate 20% of proceeds to BGCGW when purchasers make an online or in-store purchase on the Mezlan® website using the promo code VD85.**

**On Saturday, June 24, Vernon Davis will host a meet n' greet event at the Mezlan® store at Fashion Centre at Pentagon City from 1pm-4pm.** The event will feature an autograph session, raffle for specially autographed Vernon Davis memorabilia and Mezlan products. Several of the BGCGW youth members will be treated to a private roundtable session with Vernon prior to the event.

Antonio Sanchez, owner, designer and president of Mezlan® says, "We at Mezlan could not be more honored to play a part in supporting this campaign alongside Vernon Davis, an outstanding father and caring mentor in the community. As a mentor and a father, myself, I find it very gratifying to give back because I know that no one is born with all the tools and experience needed to face life's challenges."

This summer giving promotion will continue through August 31.

***About Boys & Girls Clubs of Greater Washington***

*The mission of Boys & Girls Clubs of Greater Washington is to help boys and girls of all backgrounds, especially those who need us most, build confidence, develop character and acquire the skills needed to become productive, civic-minded, responsible adults. BGCGW serves over 15,000 youth annually in the District of Columbia, Maryland and Northern Virginia. For more information, visit us <http://www.bgcgw.org>.*

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