

For immediate release

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# Boomer Esiason Foundation

## Named as the official charity of the Weekend of Champions Entertainment Festival

Physique America is honored and privileged to announce that the official charity for the 2023 Weekend of Champions Entertainment Festival will be the Boomer Esiason Foundation. BEF is the foremost charity in the fight against Cystic Fibrosis (CF). A percentage of admissions and sponsorships of WOC will be given to BEF to aid in the fight against this dreaded disease.

Founded in 1993 by Boomer Esiason and his wife, Cheryl, after their son was diagnosed with cystic fibrosis, the Boomer Esiason Foundation works to ensure that people living with CF and their loved ones are encouraged, empowered, and educated to take an active role in treating the disease. BEF aids the CF community through fundraising, programs, scholarships, transplant grants, and educational resources. The passionate work of a committed core of volunteers alongside leaders in the medical and business communities allows BEF to raise awareness, money, and quality of life for those affected by this deadly disease.



Boomer Esiason played 14 years in the NFL, and was a former MVP. Since retiring from football, Esiason has worked as a football analyst for CBS Sports on *The NFL Today* and Showtime's *Inside the NFL* and was previously with ABC, HBO, and Westwood One.

He also hosts the top rated morning radio program, *Boomer and Gio* on WFAN in New York.



For more information, go to [www.esiason.org](http://www.esiason.org).