

Draft Classic takes over NFL draft week in New York

DSA Media Group, Destined For Success Management AND MOVES Magazine Announce "The Celebrity Draft Classic - NFL 2009" Celebration on April 23, 2009 in New York City

March 23, 2009 - [PRLog](#) -- New York, NY--The high-profile event will take place at an exclusive undisclosed location hosted by Vernon Davis, ESPN Analyst Keyshawn Johnson and featuring a line-up of celebrity DJ's including ESPN Analyst Marcellus Wiley and live performances by some of today's hottest artists. Known for producing high-profile events in NYC, LA and Miami, DSA Media Group and MOVES Magazine has partnered with professional athletes' management/publicity firm, Destined For Success Management, to convene players from across the NFL. Attendees and invited guests include tastemakers and industry elites, and the event will take place the Thursday before the NFL draft to celebrate the projected top picks. "I am excited to be involved in the launching of the draft classic and see it's growth for years to come..." -Eddie Rhodman, Jr. (President, Destined For Success Management)

The evening's festivities will serve as a kick-off to a weekend of energy, excitement and anticipation.

Celebrity Host Vernon Davis shares a special interest in this year's draft picks. His younger brother, Vontae Davis, from the University of Illinois, is considered to be a top Corner Back picked in this year's draft. "I am proud that he has the opportunity to live out his dream and I just want to be there for support..."-Vernon Davis (Tight End, San Francisco 49ers)

Additional sponsors for the celebrity-studded event include YardBarker.com and Ciroc Vodka. "This Draft Classic will prove to be an evening of fun with a host of surprises created to deliver an intimate "unplugged" celebrity experience. In the spirit of the NFL Draft weekend select VIP's and trendsetters will engage the public and fans, in real time, via blogs and tweets." - Dante Simpson (President, DSA Media Group, LLC)

Log on to www.thedraftclassic.com for more information about the event and location.

For sponsorship information contact Dante Simpson at: dsimpson@dsamediaonline.com; 646.417.8198 ext. 704

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Draft Classic New York is the newest and potentially biggest consumer experience/integrated marketing series in the charitable athletic space. This highly-visible, socially conscious experience is designed to strategically market our sponsoring affiliates with celebrities (from the athletic community), major national press and target consumers, as this platform becomes THE pre-eminent showcase of the professional sports Draft Seasons. We partner with leading brands and marketers interested in reaching athletic-centric trendsetters and tastemakers through our industry-leading sporting properties and unmatched expertise.

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Industry	Entertainment , Sports , Event
Tags	Football , New York , Draft , Classic
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