

Game-Worn Pro Sports Memorabilia Highlights GUU Auction

A major auction of authentic pro and college game-worn and game-used equipment and jerseys is underway through GUU Auctions. Hundreds of items are available to collectors and fans including Jim Brown's only surviving game-used helmet.

Nov. 7, 2009 - [PRLog](#) -- (San Ramon, CA)-GUU Auctions, Fine Sports Memorabilia Auctioneers, has launched its Fall Auction featuring nearly 500 lots of authentic game-worn jerseys, equipment and other collectibles. Well known throughout the hobby as the sports memorabilia auction house that is committed to helping collectors make informed and sound purchasing decisions, GUU Auctions' largest event to date closes the evening of November 12.

Headlining the auction is an extremely special piece of football memorabilia that carries with it a significant measure historical importance: Jim Brown's game-worn football helmet from his senior year at Syracuse University. According to GUU Director of Auction Operations Robert Harvell, it is the only game-used Brown helmet known to exist. "We're extremely proud to be showcasing this museum-quality piece of important sports history" explained Harvell. The opening bid is \$25,000.

Another unique item is actually an "experience" as well as a tangible item. In cooperation with Reggie Jackson, GUU is offering the Baseball Hall of Famer's very own 1967 Corvette Roadster automobile. The winning bidder for this incredible lot will also have the rare opportunity to meet Mr. October at his private car museum in California for a personal tour where Reggie will turn over the keys to one of his "babies".

The auction includes literally hundreds of game-worn jerseys from all sports and levels. Many are attributed to sports legends and Hall of Famers, like the rare 1950s Jim Ringo Green Bay Packers model being offered. Other NFL jerseys include those once donned by players such as Leroy Kelly, Norm Bulaich, Paul Krause, Drew Brees, Tony Romo and Super Bowl hero Santonio Holmes.

In addition to the chance to meet Reggie Jackson and buy one of his classic cars, collectors can also bid on a classic 1971 Oakland A's game-worn vest-style jersey of Mr. October's, used just prior to their glory year run. There is also a bat used by Reggie Jackson during the 1973 World Series when he was named MVP, signed by the slugger.

Among the other game-worn baseball jerseys are a hoard of New York Yankees, some of which are from the team's just-completed World Championship season. Included are jerseys worn by CC Sabathia, Andy Pettite and Mariano Rivera, plus other from Hall of Famers Rickey Henderson and Tony Gwynn.

"We're very privileged to have the Brown helmet and the Reggie Jackson experience in this auction, but many of the other game-used lots are headline-worthy too," said GUU Auction Director Robert Harvell.

There are numerous other Hall of Fame caliber game-used bats including a 1946-47 Ted Williams professional model and others from Al Kaline, Mike Schmidt, Don Mattingly and Frank Robinson.

The auction is a game-used collector's dream with helmets, caps, jackets, cleats, gloves, baseballs, bases and even cleats included. There are college and professional items sprinkled throughout. GUU stands for "Game Used Universe" and the auction proves the moniker to be more than just a name. The company's motto "integrity before profits" means collectors can bid with the assurance that the offered item is the real deal, with proper provenance.

“Problems with authenticity continue to plague the sports memorabilia industry,” said GUU Auctions CEO Christopher Cavalier. “But we’re committed to making a difference, committed to changing the landscape, which is why we’re so excited to see so many collectors gravitating to our auctions and website. Collectors are tired of not really knowing that what they’re seeing in some venues is what's being portrayed and they want a trustworthy place to spend their money. We feel we're that place and it appears more and more collectors are agreeing.”

Card collectors will find a few gems here too including a 1952 Topps Mickey Mantle—the most popular card of the post-War era and an 1887 Allen & Ginter Cap Anson among others.

GUU prides itself on an honest bidding system that allows no shill bidding, secret reserves or bidding on behalf of consignors. Further only the bidder, not GUU Auctions, is privy to the bidder's max bid.

“This auction has been built to appeal to collectors of all kinds at all price levels,” Harvell said. “There are some items that may sell for \$100 and others that will appeal primarily to the most sophisticated and demanding collectors. No matter what your budget, though, I think our catalog is one that everyone will really get a kick out of looking at. There are just a lot of really unique, fun things that collectors can have a shot at owning.”

Along with trying to help the collecting community in every way possible, GUU Auctions is also committed to trying to help others in need. For example, a portion of the proceeds from the GUU Auctions Fall 2009 Auction will be given to the Bridge Teen Center in Chicago to help troubled teenagers. Specifically, The Bridge Teen Center is a nonprofit community center for teenagers in the south suburbs of Chicago. The Bridge exists to help in times of pressure, positively impact the choices teens are making, and give young people a safe place where they can interact with positive adult mentors. Programs are designed around the interests and needs of the average suburban teenager, and help students develop mentally, emotionally, physically and spiritually in a safe environment.

Bidders can register by phone (925.552.8023) or online at <http://www.GUUAuctions.com>, where a full-color catalog is available for viewing.

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