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## Fact Sheet

**Company Profile:** Always Play Fair, LLC is a company dedicated to expanding the message of sportsmanship and fair play through the development of fun games and lessons taught by its mascot, Packy PlayFair.

Its vision is to make sportsmanship, fair play and good behavior as fundamental to raising successful members of society as the three R's "Reading, 'Riting and 'Rithmetic."

**Founder:** Wally Halas, founder & managing director

**Mascot:** Packy PlayFair™

- Is a fun, cool and hip pachyderm who knows the ins and outs of what's cool about sportsmanship and fair play.
- Reaches out to all kids everywhere - those in the classroom, on the playing fields and in the playground.
- Is likeable because he is not perfect. He makes mistakes, like all kids, but learns from those mistakes and tries to do better the next time.
- Reinforces lessons taught by parents, teachers and coaches.
- Makes doing the right thing a fun, cool thing to do.

**Web Site:** [www.packyplayfair.com](http://www.packyplayfair.com)

**Address:** Always Play Fair, LLC  
211 Beverly Road  
White Plains, NY 10605  
914.948.9797

**Partner organizations:** Leading sport and education organizations who have expressed support for Packy as a mascot for good sportsmanship include:

- The President's Challenge (a program of the President's Council on Physical Fitness and Sports)
- US Olympic Committee Community-Based Organizations (*includes Boys & Girls Clubs of America, YMCA, YWCA, JCCA, the Native American Sports Council, Disabled Sports USA & more*)
- National Association for Sport and Physical Education
- Youth Sports USA

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**Board of Advisors:**

**Eileen Angelini, PhD, Associate Professor of Foreign Languages, Director of Foreign Language Program, Asst. Tennis Coach at Philadelphia University**

Specialist in parenting, cross cultural communication and cultural ethics.

**Jody Cole, Elementary School Physical Education Teacher**

Expertise in motivational games and innovator in physical education curriculum development.

**Tom Eaton, Asst. Principal White Plains H.S.**

Thirty-five years as teacher, coach, administrator and sports official. Expert in youth sportsmanship issues and student crisis management

**Joel Fish, PhD, Director of the Center for Sport Psychology in Philadelphia**

Nationally recognized expert in sport psychology who has worked in the field for 15 years. He is a renowned expert in the fields of motivation and behavior modification in children.

**Bud Greenspan, Veteran Filmmaker and Emmy Award Winner**

Foremost writer, producer and director of sports films. He has covered the Olympics for forty years and has won four Emmy's for Olympic documentaries focusing on the history of the Olympic movement.

**Walter Johnson, Headmaster, Hackley School**

Expert in ethical behavior in children.

**Jeanne Picariello, Community Based Organizations and Armed Forces Council, United States Olympic Committee**

Expert on women's health and fitness issues. International presenter on topics of leadership and motivation.

**Elaine Scott, Educator**

Over 30 years in education as an elementary school teacher. Expertise in educational curriculum development.

**Lenny Silberman, Continental Director, JCC Maccabi Games**

30 years experience in international athletic administration.

**Charlie Titus, Athletic Director, University of Massachusetts/Boston**

35 years experience in youth sports education focusing on inner city and underserved populations.

**Chuck Wilson, ESPN Radio**

Talk Show host and international award winning interviewer.

**Rick Wolff, Senior Editor, Warner Books**

Renowned expert in youth sports behavior and Chair of the Center for Sports Parenting. Author of *Coaching Kids for Dummies* and *The Sports Parenting Edge*.

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