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**For Immediate Release**  
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**Panini America to Sponsor the PwC SMU Athletic Forum Luncheon  
featuring Landon Donovan**

DALLAS, TEXAS – The PwC SMU Athletic Forum is proud to announce that Panini America will sponsor the luncheon featuring Landon Donovan on Monday, October 13. Donovan is the U.S. men’s national soccer team all-time leader in goals and assists, and forward for the L.A. Galaxy.

**Panini America** Vice President of Marketing, Jason Howarth, said, “The PwC SMU Athletic Forum has a great tradition of bringing the top names in sports to the metroplex, and Landon Donovan is no exception. Panini America is pleased to become a part of that tradition.”

**Panini America** ([www.paniniamerica.net](http://www.paniniamerica.net)) is the world’s largest sports and entertainment collectables company. A subsidiary of the Panini Group, Panini America is headquartered in Irving, TX and is the exclusive trading card and sticker partner of the FIFA World Cup and the NBA. In addition, Panini also has licenses with the NFL, NFLPA, NHL, NHLPA and MLBPA. Panini’s memorabilia division, Panini Authentic has exclusive game worn relationships with the Dallas Mavericks, Dallas Cowboys and Denver Broncos and exclusive autographed memorabilia relationships with Andrew Luck, Johnny Manziel, Kobe Bryant, Kevin Durant, Blake Griffin, Kyrie Irving and EJ Manuel.

**The 2014 season of the Athletic Forum** has featured Mike Modano and David Feherty earlier this year and will conclude with the Red Mountain Resources Luncheon featuring Archie Manning on October 22, 2014. For tickets and more information please contact the Athletic Forum office or visit [smu.edu/athleticforum](http://smu.edu/athleticforum). All events are held at The Hilton Anatole Hotel, 2201 N. Stemmons Freeway, Dallas, Texas.

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*Honoring the legends of sports for 25 years, the PwC SMU Athletic Forum celebrates outstanding success in athletics. Based in Dallas, the series features major figures from a variety of sports. The PwC SMU Athletic Forum includes four luncheons and the prestigious Doak Walker Award Presentation Banquet.*

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