

For Immediate Release

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Three Time Super Bowl Winner, Erik Williams Introduces “Unprecedented” World Champion Football Camp

DALLAS, T.X.; March 11, 2009- Former offensive line-man of the Dallas Cowboys, Erik Williams will launch in Dallas, T.X., World Champion Sports Group (WCSG) Football Camp July 13-17, 2009 held at Southlake Carroll High School’s Dragon Stadium.

World Champion football camp is one of many components of Erik Williams’ multi-faceted sports, media, and entertainment conglomerate, World Champion Sports Group, Inc. This camp will give student athletes of Dallas the opportunity to be coached and mentored exclusively by fellow World Champions. The elite group of World Champion coaches, trainers, and motivational speakers is led by former NFL Players: Troy Aikman, Michael Irvin, Deion Sanders, Leon Lett, Larry Brown, Darren Woodson, Jay Novacheck, Lincoln Coleman and Dixon Edwards to name a few.

World Champion football camp is designed for student athletes to go “**Beyond their Potential**” maximizing their ability to reach an optimal level of performance on and off the field. This will be accomplished through a holistic approach to athletic and life transformation. Not only will each participant receive the necessary training to enhance their skills as an athlete but they will also be equipped for life in the key areas of finance, education, and family.

“I started this camp because I wanted to reach back into the community and provide the youth with a unique opportunity to develop a different mindset while leveling the playing field,” said Erik Williams.

Mr. Williams and his colleagues plan to ignite the World Champion Experience worldwide “changing lives on and off the field” by involving teachers, parents, role models, and mentors that will have a positive influence on the lives of future World Champions.

World Champion Sports Group, Inc. will also be launching their football camp in the state of Delaware July 27-31, 2009.

World Champion Sports Group, Inc. is dedicated to transforming the lives of future World Champions and their families around the world. Changing lives at the grassroots level with the global mission and beyond. This mission was created to awe, inspire, motivate, and spark a revolution in sports history!

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If you’d like more information about this event or to schedule an interview with Erik Williams or one of the World Champion Sports participants, contact:

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