



**FOR IMMEDIATE RELEASE:
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Florida Panthers Third Annual Face-Off Luncheon Set for Oct. 7
*First Major Fundraiser of the Season presented by
AvMed Health Plans to Benefit Panthers Foundation*

SUNRISE, FL, September 1, 2009 – The Florida Panthers Foundation today announced plans for the Third Annual Face-Off Luncheon, presented by **AvMed Health Plans**, which will be held on Wednesday, October 7, at the Signature Grand in Davie from noon – 2 p.m.

At the event, fans will enjoy a gourmet meal as Panthers players, coaches, broadcasters and front office executives join each table for lunch. More than 500 guests attended last year's sold out event and the Foundation expects the event to sell out for the third consecutive year.

Individual tickets are \$100 and will include a voucher for four club level tickets to a Florida Panthers home game in October during the 2009-10 season, excluding opening night. Tables of 10 will also be available for purchase for \$900 and each guest will also receive a voucher for four club level tickets to a Florida Panthers home game in October during the 2009-10 season, excluding opening night.

“For the past two years our face-off luncheon has been met with tremendous success and has marked the beginning of the Panthers hockey season,” said Florida Panthers President Michael Yormark. “With the generous support of AvMed Health Plans, the face-off luncheon is a great way to introduce the 2009-10 Florida Panthers to the South Florida community while raising money for the Florida Panthers Foundation.”

AvMed Health Plans is the Official Health Plan provider of the Florida Panthers. Headquartered in Miami, AvMed has been serving Florida businesses for over 35 years. AvMed offers a diverse portfolio with customized plans defined by personal service.

Over the past year the Florida Panthers Foundation has donated funds to the following organizations: The Andy Roddick Foundation, the Transplant Foundation, Boys & Girls Clubs of Broward County, Florence Fuller Child Development Centers, Goldie's Gang, Deliver the Dream and the Jewish National Fund.

Additionally, the Florida Panthers Foundation has donated Florida Panthers game tickets and auction items including team-signed jerseys and sticks and Zamboni rides to various South Florida charities. Recipients include: Big Brothers, Big Sisters of Broward County, American Cancer Society, JAFCO, Homestead Air Reserve, Soref JCC, Kids in Distress, American Jewish Community, St. Jude's Children's Hospital, Cystic Fibrosis Foundation, and Rock and Wrap It Up!.

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Other associate sponsors for the event include BankAtlantic, BDO Seidment, DEX Imaging, Millennium Laser Eye Centers, Seminole Casino Coconut Creek, AD Graphics, Andy Frain, Print Basics, Cleveland Clinic, Rooms to Go, Mayors and Dillards.

For more information about the face-off luncheon or to purchase a table please contact **Carol Duncanson at (954) 835-7605** or **Dana Tiger at (954) 835-7332**.

The mission of the Florida Panthers Foundation is to build a better future for the children of South Florida. Through philanthropic partnerships, grants, donations and community outreach programs, the Foundation maintains a focus on children's health, fitness, education and cultural needs. The Florida Panthers Foundation is a non-profit organization that has donated significant resources to charitable initiatives since its inception in 2003.

Sunrise Sports & Entertainment is the premier company of its kind in South Florida. Follow us on Twitter, Facebook, MySpace and YouTube. Home to more than 200 events annually and the Florida Panthers Hockey Club, the BankAtlantic Center was a finalist for Arena of the Year in annual awards given by trade publication Pollstar. The BankAtlantic Center welcomes more than two million guests each year and is also the home of Sawgrass Live presented by BankAtlantic.

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