**DETROIT SPORTS COMMISSION, VISIT DETROIT MARK
150 DAYS UNTIL 2024 NFL DRAFT**

***$1M living legacy donation announced to support youth literacy and active play throughout Detroit***

DETROIT (Nov. 27, 2023) – In 150 days, the *2024 NFL Draft Presented by Bud Light®* will bring free football fun for all and unprecedented national and global media attention to the city of Detroit. Today, the [Detroit Sports Commission](http://www.detroitsports.org) and [Visit Detroit](http://www.visitdetroit.com) invited community partners and local stakeholders to Ford Field to celebrate the milestone and provide an update on event planning.

The Detroit Sports Commission and Visit Detroitwerejoined by a coalition of key stakeholders including the City of Detroit, State of Michigan; the Detroit Lions, the Downtown Detroit Partnership (DDP), and Wayne County to announce new hospitality and community initiatives around the 2024 NFL Draft aimed to offer a first-class experience for visitors and leave a lasting, positive impact on the Detroit community.

Fans making their plans to attend the Draft in Detroit can visit <https://visitdetroit.com/2024nfldraft/> to learn more about the Draft and also download the [NFL OnePass app](https://www.nfl.com/news/nfl-onepass-app-overview) to make the most of attending NFL events and participating in activities in Detroit during the Draft.

“The 2024 Draft will highlight all that makes Detroit and Southeast Michigan a great place to live, work, invest, and visit,” said organizing co-chair and Visit Detroit President and CEO Claude Molinari. “Visit Detroit is proud to partner with Detroit Metropolitan Airport, local hotels, restaurants, and shops to create a best-in-class hospitality experience for visitors from touchdown to takeoff.”

The Detroit Sports Commission and Visit Detroit, with the support of generous local donors from the civic, corporate, and philanthropic community, announced a $1 million living-legacy donation to support youth literacy and active play in the city of Detroit and its surrounding communities.

After significant research, discussion, and listening sessions to identify community priorities, Beyond Basics and Project Play were selected as the legacy initiative’s local non-profit partners by a committee of community leaders from local education, non-profit, foundation and youth sports organizations.

The 2024 NFL Draft and the community engagement legacy initiative is made possible through the generous support of the local civic, corporate, and philanthropic community. Supporters include Visit Detroit, Michigan Economic Development Corporation, Rocket Mortgage, General Motors Foundation, Flagstar Bank, Blue Cross Blue Shield of Michigan, DTE Energy, Skillman Foundation, Huntington Bank, Penske Corporation, and PNC Bank.

“Thank you again to the commitment of the local community engagement committee and to our local youth literacy and active play non-profit partners Beyond Basics and Project Play,” said Faye Nelson, director of the W.K. Kellogg Foundation. “We salute those who have generously donated and provided their commitment to help create a lasting living legacy for youth in the seven districts of the city of Detroit and the Detroit region.”

A first-of-its-kind initiative, the living legacy initiative will be carried forward by theDetroit Sports Commission beyond the Draft, through the 2027 NCAA Men’s Final Four at Ford Field, and beyond.

“This unprecedented legacy program will allow us to build on the momentum from the 2024 Draft and continue to support important causes that impact Detroit youth,” said Detroit Sports Commission Executive Director Dave Beachnau, “The Detroit Sports Commission commits to including a community legacy component to all major sporting events coming to Detroit and ensuring that every event has a positive impact on our community.”

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The event also emphasized the city’s commitment to providing opportunities for residents and business owners across the seven districts of Detroit to participate in and enjoy the 2024 Draft. The City of Detroit’s Civil Rights, Inclusion & Opportunity Department has hosted several events to help certify local businesses as eligible to participate in NFL Draft business opportunities.

Additionally, significant outreach and Draft-related opportunity education has taken place with other local organizations including the Metro Detroit Black Business Alliance (MDBBA), the Detroit Economic Growth Corporation, and other minority and ethnic business organizations to support inclusive business opportunities for the Draft in Detroit.

A comprehensive “*Detroit Experience*” initiative led by Visit Detroit and the City of Detroit, in conjunction with local grass-roots partners, will include a neighborhood engagement program featuring more than 15 pre-Draft events to be held at City of Detroit Parks & Recreation facilities that will bring the fun and excitement of football to residents across the seven districts of the City of Detroit.

“As April 2024 quickly approaches, we look forward to engaging downtown neighborhoods and businesses and ensuring they are prepared to support local and visiting fans and benefit from the excitement of the Draft,” said organizing co-chair and Moment Strategies Founder and Principal Alexis Wiley.

As a key local partner of the planning and hosting effort for the 2024 NFL Draft in Detroit, Wayne County and the Wayne County Airport Authority will create a one-of-a-kind football fan experience to welcome travelers to the award-winning Detroit Metropolitan Airport for the 2024 Draft.

Hundreds of thousands of football fans from NFL markets across the country are expected to descend upon the streets of downtown Detroit April 25-27 to take in the energy and pageantry of the NFL Draft. The free *NFL Experience* at Hart Plaza adjacent to the nationally-recognized Detroit Riverwalk will provide interactive, football-themed fun and entertainment for fans of all ages.

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**About The Detroit Sports Commission**

The mission of the Detroit Sports Commission (DSC) is to market and sell metro Detroit as a premier destination for regional, national and international amateur sporting events. The DSC is a not-for-profit charitable organization, IRS 501 (C) (3), and a subsidiary of the Detroit Metro Convention & Visitors Bureau (DMCVB). For more information, visit www.detroitsports.org.

**About Visit Detroit**

Visit Detroit is a private, not-for-profit organization with a mission to drive regional tourism and economic impact by connecting the world to our diverse communities, rich history and spirt of innovation. Visit Detroit is the catalyst for bringing business travel, connections, trade shows, events, and leisure travelers to our region. For more information, visit [www.visitdetroit.com](http://www.visitdetroit.com)