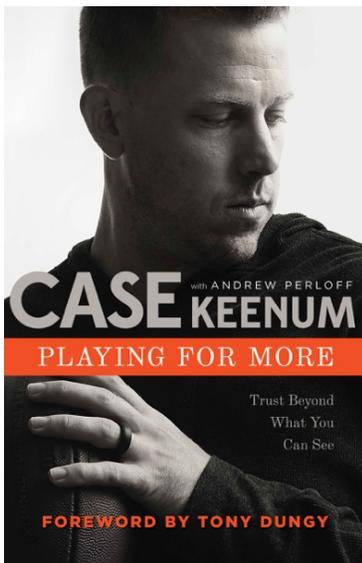


## FOR IMMEDIATE RELEASE



*“If you’ve been overlooked your whole life, if you’ve worked hard and not seen anything come of it—I’ve been there. This book has been my journey. Your journey, similar to mine, yet so different I’m sure, means just as much.”*

—Case Keenum, *Playing for More*

### Case Keenum Takes Readers on Incredible Journey on and off the Field in New Book *Playing for More*

Nashville, Tenn., Sept. 4, 2018 – We all run into roadblocks: naysayers who question our dreams; surprises that derail our plans. But it isn’t the challenges that define a person. It’s the responses to all that hardship and heartbreak that determine who we are.

Case Keenum knows that truth well, and now, he’s sharing his hard-won story.

In his first book **PLAYING FOR MORE**, the Denver Broncos quarterback, college football star and “Minneapolis Miracle” maker takes readers behind the scenes of his record-breaking career. With humor and humility, Case explores the injuries and doubts that threatened to break him; the support from loved ones, coaches, mentors, teammates and friends that helped sustain him; the faith that anchors him; and the heart-pounding victories that catapulted him into the national spotlight.

Written with Andrew Perloff—journalist and on-air personality on [The Dan Patrick Show](#)—**PLAYING FOR MORE** presents a unique look at a superstar’s path long before it’s ended, and just as an exciting new chapter—starting for the Denver Broncos—prepares to unfold.

Readers will explore:

### **Inside the huddle**

Case welcomes readers into action-packed accounts of what happened on the field during some of football's greatest moments in recent memory. From the "Minneapolis Miracle" to nail-biters that put his University of Houston Cougars on the national map, Case goes deep into play-by-play memories that will thrill fans.

### **An unconventional path**

Case is not an archetypal NFL or even college quarterback, physically. But he is a leader. Even readers unfamiliar with football will fall in love with his underdog story, tracing his path from small-town standout to University of Houston record-breaker. "If I was 6' 4" and got scholarship offers from every college in the nation and then went on to be the top pick in the draft, would my story reach people in the same way?" Case writes. "I don't know. I'll admit, there were times I wished all that was the case. But now I'm glad I had to take a harder route to the NFL. I'm thankful for the tough times in my life."

### **Friday night lights**

The rumors about Texas high school football are true, and Case lived every bit of that larger-than-life drama. Readers will jump into Case's West Texas upbringing and enjoy his firsthand account of the scope, pressure and joy.

### **Challenges becoming blessings**

From working through sidelining injuries to proving powerful critics wrong, Case shares his struggles, making his victories immensely more meaningful. "I often think that God likes to make me uncomfortable to force me to grow," Case writes. "I was definitely uncomfortable—physically, mentally and spiritually. I was a lot more than uncomfortable. I was hurting."

### **Insight from legends**

With a foreword by legendary NFL coach Tony Dungy, **PLAYING FOR MORE** also features wisdom via Case from other titans of the game, from high school coaching great Hugh Sandifer and college aces Art Briles, Kevin Sumlin and Kliff Kingsbury, to pro-football coaching masters Pat Shurmur, Gary Kubiak, Jon Gruden, Tony Levine, Jeff Fisher, Kevin Stefanski and others.

### **What faith and love look like**

Case is open about his faith and invites readers to value what truly matters—no matter what. From the loyalty of his wife, Kimberly, and their now unbreakable bond, to the lessons and support he received from his parents and other key figures, Case paints a moving portrait of unconditional love.

Full of action and insight, **PLAYING FOR MORE** lives up to its title. Case writes like he plays—with big-picture perspective and generosity. Fans of football and those entirely unfamiliar with the game will all walk away with the same invaluable wisdom and heartwarming inspiration to look inward and discover how Case's tenacity and optimism can be applied to their own lives.

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### **About Case Keenum**

Everyone is rooting for Case Keenum. Current headlines trace his impending 2018 start as quarterback for the Denver Broncos, but the country fell in love with him a long time ago—and for other reasons. The quintessential comeback kid brought underdog dreams to life as he led the Minnesota Vikings to victory over the New Orleans Saints on January 14, 2018, in an NFC Divisional Playoff Game that became known as the “Minneapolis Miracle.” It was a role he already knew well: as starting quarterback for the University of Houston, the West Texas native quieted naysayers and pushed the Cougars to their first bowl game in decades and the national stage as he set individual records for total yards, passing touchdowns and more. Today, as Case prepares for his new role with the Broncos, fans marvel most not over his jaw-dropping stats and clutch plays but over Case himself: a generous, funny, team-first man full of gratitude. Case is married to his high school sweetheart, Kimberly. His first book, **PLAYING FOR MORE**, will be available everywhere September 2018.