



# Generation Nexxt takes you to Nexxt Level

On January 15, 2010, Miramar High School will play host to the 14th Miami-Dade/Broward County High School All-Star Football Game, and for the first time ever, Generation Nexxt will play a key role in this impressive event.

Over the years, the Miami-Dade/Broward contest has produced several top-flight athletes who have gone on to make a mark at the collegiate and professional level, and this year will certainly be no exception.

What Generation Nexxt is planning this year will certainly help this organization move to the next level and introduce ourselves to a new group of football fans who have not yet had the opportunity to experience what we do.

From our pre-game coverage at both practices, which will include interview with players, coaches and college coaches to a Sunday night CHAT on our website, prior to the game, we will give football fans an opportunity to talk about this impressive game that will showcase players from the two counties who have used the many youth foot-

ball leagues as a stepping stone to the next level.

On the day of the game, Generation Nexxt will roll out our now famous full production, which includes interviews with players, coaches, college coaches, members of the media, cheerleaders and advertisers, which will be heard through our own speaker system as well as documented on tape for our final production DVD, which will be produced by our professional and award-winning staff.

“We are looking forward to showcasing what we do to the high school football fans,” said Generation Nexxt COO Benton Aladin. “What we have been able to accomplish the past four months is something that we are all proud of.”

Perhaps the largest venture that Generation Nexxt will add to the event is to produce the game program as part of our weekly magazine, which has been one of the most popular publications this fall. Inside the special edition will include rosters and bio information on all players in the game with photos of each, and a team photo of each. Also listed will be where each player competed in youth football.

In addition, we will have a listing of the top 50 youth football players in Miami-Dade and Broward Counties who will be entering high school for the 2010-11 school year. Those players will be listed with short bios of each as well as photos.

Those players, which will be named over the next few weeks by the Generation Nexxt staff, will be on hand and wear their uniforms to give the high school football fans a sneak preview of the athletes who will be the next generation of football talent.

The football players will be chosen for their play this past season in every league throughout the two counties.

“We have had the opportunity to watch hundreds of players this year at the numerous parks we have had the pleasure to attend,” said Generation Nexxt Talent Evaluator Travis Thomas. “To showcase the future of football in south Florida is what many football fans have been looking forward to.”

LARRY BLUSTEIN