

2025 4 Star True Blue Arrow Salute President's Choice Award

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The PFUFA annual reunion in Canton is highlighted by the presentation of the following awards to members for distinguished service related to friendship, hospitality, charity, and courage, as well as for epitomizing the PFUFA mission statement - *to promote the fellowship of all fans, encourage sportsmanship and support charitable activities*:

- 4 Star True Blue Arrow Salute President's Choice Award
- Jason "Beardown J" Carlson Courage Award
- Tommy "Bellringer" Nola Friendship Award
- Golden Hog Charity Award



DESCRIPTION - the **4 Star True Blue Arrow Salute President's Choice Award** is awarded to the PFUFA member that throughout the previous year has best personified the PFUFA mission statement of "TO PROMOTE THE FELLOWSHIP OF ALL FANS, ENCOURAGE SPORTSMANSHIP AND SUPPORT CHARITABLE ACTIVITIES."

2025 AWARD RECIPIENT – Keith Smith "Crusader Raider", Las Vegas Raiders.

Keith does voluntary work and activities in his community throughout the year, both in the UK (where he resides) and in America, where he demonstrates that he goes above and beyond the conventional definition of charity as he embraces the PFUFA mission statement: fellowship of all fans, encourage others, promote sportsmanship, and support charitable activities. Keith is a great believer in promoting the fellowship of all fans across the globe. He is a regular attendee at NFL UK events, as well as other international football games including college games, and he has hosted many fans travelling from around the world. Keith is a Board member for the Raiders Booster Club, Silver and Black United Kingdom (SBUK) and has arranged for many fan meet ups. Keith has helped visitors with travel plans, hotel bookings, game tickets, transport links and his own unique Crusader Raider 'Guided Tours of London' and the surrounding areas. Keith has been supporting a new group called 'This Girl's Ability' which is a non-for-profit organization providing opportunities for disabled girls and young people. Keith is the Development officer on the board of Trustees for the High Voltage Performing Arts. He is the Chair of the board of Trustees of the AbPhab Youth Club that provides support for disabled and non-disabled children in London to access inclusive activities and opportunities. Keith is a generous giver of his time, talents and funds to other organizations and events such as Biletnikoff Foundation, Dianne Adair School in Concord, California, and more. Keith is an individual committed to improving the lives of others through his charitable activities and involvement in projects across the globe, continuing to inspire people to do better and achieve more in an inclusive, integrated and independent manor. Keith exemplifies all aspects of the 4 Star True Blue Arrow Salute President's Choice Award, and the PFUFA is proud to announce him as the 2025 recipient. Visit www.pfufa.org (under Main Menu) for a summary of annual awards: <https://www.pfufa.org/index.php/main-menu/awards>



About PFUFA

Founded in 1999, the PFUFA is a very passionate group of football fans, representing all 32 NFL teams, who have a love for football, others and community that goes well beyond fandom, and who choose to make a difference in the lives of others - *the PFUFA is made up of big fans that have bigger hearts*. PFUFA members are leaders in their communities in support of charitable causes throughout the year, such as providing support for children, food drives, health research/cures, and veterans causes. The PFUFA come together in Canton during the Pro Football Hall of Fame Enshrinement week for the Annual PFUFA Reunion, highlighted by an afternoon spent with the children and their families at the J. Babe Stern Community Center. None of us know how we are going to impact lives/families for the better, but we have seen many examples over the years of the positive changes that have taken place through our partnership with the J. Babe.