

FOR PROFESSIONAL ATHLETES

NEW ORLEANS
SAINTS STARS
GEAR UP FOR
FASHION

Top10

AUTOS
FOR 2010

U.K.'S
"COBRA"
CARL
FROCH
GOES
BOND

BOXING'S
SUPERSTAR
RINGMASTER
FREDDIE ROACH

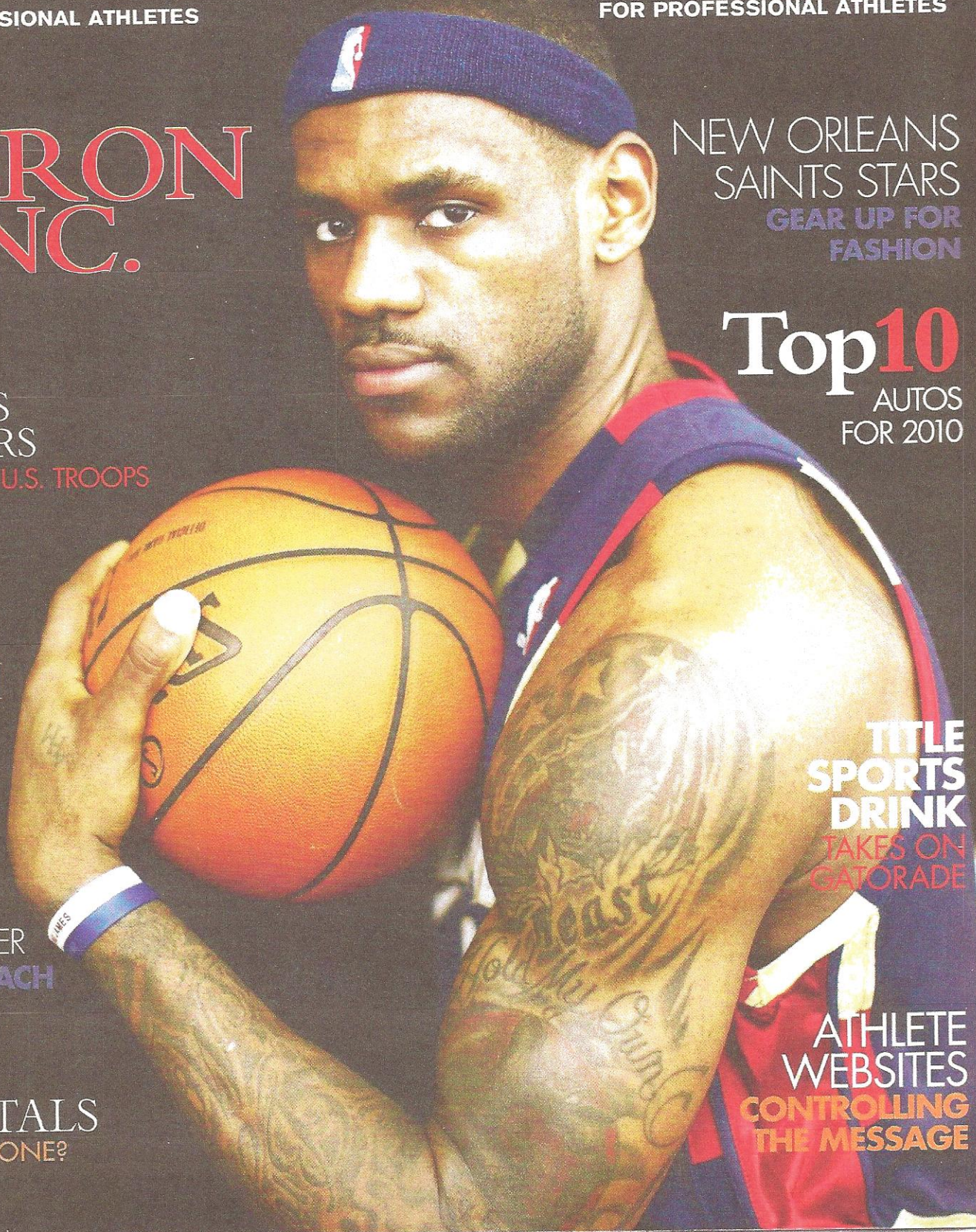
SPORTS IMMORTALS

WILL YOU BE ONE?

TITLE SPORTS DRINK TAKES ON GATORADE

ATHLETE WEBSITES

CONTROLLING THE MESSAGE

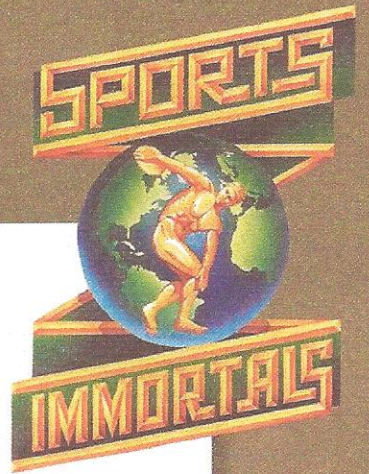


SPORTS IMMORTALS

A MILLION MILES FOR A MILLION MEMENTOS

WORDS BY MARV L

The power of sport is pervasive and timeless. Dating back to the Roman Coliseum in 80 BC sports have played a major role in the development of our society. It was the athletic contests originated by the dynamic Greek and Roman cultures that inspired individuals to reach beyond their limits and strive for excellence.



*Jim Thorpe
1912*

Jim Thorpe

Autographed Photo of Jim Thorpe

What makes an athlete immortal? Athletic prowess, of course, personal statistics, continuous excellence...these too, but beyond the sheer power of the performance, lies the individual...the man, the woman, who motivate all of us through extraordinary achievement and maximum effort. Babe Ruth, Mia Hamm, Lance Armstrong, Babe Didrikson, Jackie Joyner Kersey, Muhammad Ali, Jim Thorpe, Michael Jordan, Pele, Tiger Woods, Wayne Gretzky, the mere mention of their names conjures up images of greatness.

Sports Immortals is solely devoted to these and other super athletes, whose impact on sports never fades from our view. It is more than just a million sports mementos...more than paper and cloth and wood and leather. Featuring projects that will conjure up the roar of the crowd, the pinnacle of performance and the unmatched rapport between athlete and fan, Sports Immortals is the physical realization of the lifelong quest of one man to honor and enshrine the greatest athletes in sports history...That man is Joel Platt and I recently had the pleasure to spend the day with him.

Jim Thorpe's 1912 Olympic Scrapbook, Jim Thorpe Trophy, Thorpe's football jersey, Michael Jordan Rookie jersey, autographed boxing gloves signed by the greatest champions, Bronco Nagurski helmet.



Autographed warm up jacket worn by Ali in 1960 Olympics in Rome

Joel's story is one of determination, perseverance and an unwavering willingness to succeed. It all started in 1943 when four-year-old Platt tossed a match into a gas tank of a car resulting in a towering inferno. Bedridden for more than a year after the accident, Platt's parents provided baseball cards to entertain him during the long months of convalescence. Joel's favorite card was a 1933 Goudey of Babe Ruth. One night after taking pain medication he had a dream that the Babe came to his bedside

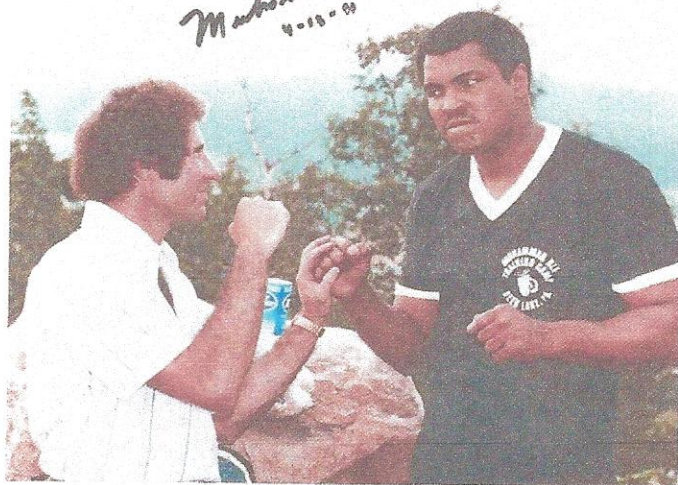
and said, "Kid never give up. You can get better and someday become a professional baseball player or build a museum to honor sports greats."

Inspired by his cards and the Babe's words, Joel set out on a lifelong journey to accomplish these two goals. He became an outstanding shortstop, but his major league aspirations ended when he injured his throwing arm playing shortstop at Duquesne University. However, he has never lost sight of his other ambition and has literally traveled over one million miles to curate over one million mementos. Along the way, he had the unique opportunity of meeting thousands of iconic sports legends and their families listening to their anecdotal tales and learning of their secrets for success. Because of Joel's passion and enthusiasm, together with his sincere desire to preserve the memories of the most famous athletes, more often than not he has been successful in securing priceless treasures for his museum collection. Platt reflects on some of his favorite encounters:

I visited Patricia Thorpe, Jim Thorpe's third wife, multiple times over a five year period. She was always cordial, but never would part with any of her husband's things. Then, out of the blue, in 1970 a tele-



To Joel
From
Muhammad Ali
4-18-79

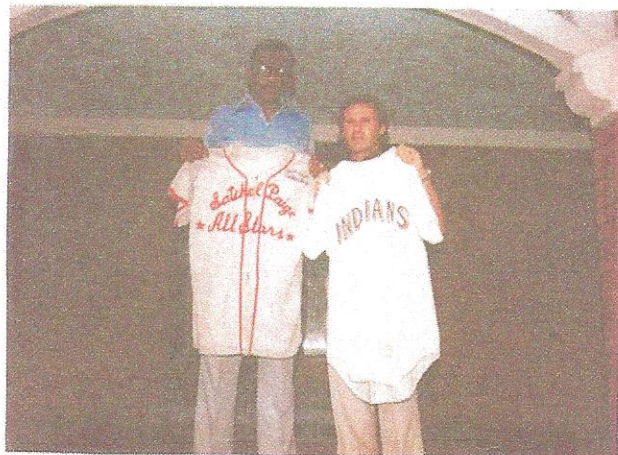


Autographed Photo of Muhammad Ali and Joel Platt

gram arrived at my house, "Come and get Jim's things, am confined to bed...Patricia Thorpe." I immediately flew to California and began packing mementos from the person many consider the greatest athlete of all time. Items included Thorpe's football jersey from the Carlisle Indians, football helmet, cleats, shoulder pads, football pants, commemorative Olympic medal, trophies and his Olympic scrapbook with a congratulatory letter from President Taft.

Of all the athletes I have ever met, to me the greatest was **Muhammad Ali**. I visited with the champ on five occasions and each was an unbelievable experience. Over the years I acquired several of Ali's fight worn boxing robes, trunks, shoes, gloves,

To Joel



From
Satchel Paige

Signed Photo of Joel Platt and Satchel Paige

championship belt, Olympic jacket, and the 14kt gold medal he won at the Chicago Golden Gloves tournament in 1959.

Growing up in Pittsburgh, **Roberto Clemente** was my favorite Pirate player of all time. We became friends and I promised to assist him, prior to his death, in developing a museum at the sports complex Roberto was planning to develop in Puerto Rico. Through my relationship with Clemente and the former vice president of the Pittsburgh Pirates, Joe O'Toole, I was able to secure several of Roberto's mementos including his rookie bat and a bat from the 1971 World Series, Clemente's 1968 Pirate uniform and his MVP uniform that he wore in the 1971 World Series, a game used autographed Pirate cap along with numerous autographed baseballs and photos.

During a business trip to Chicago I was able to locate **Jesse Owens**, winner of 4 gold medals at the 1936 Olympic Games in Germany. I spent a delightful hour with Jesse and his lovely wife talking about his career. Jesse loved my concept of developing an International Sports Hall of Fame and Shrine that



Autographed photo of Roberto Clemente and Joel Platt

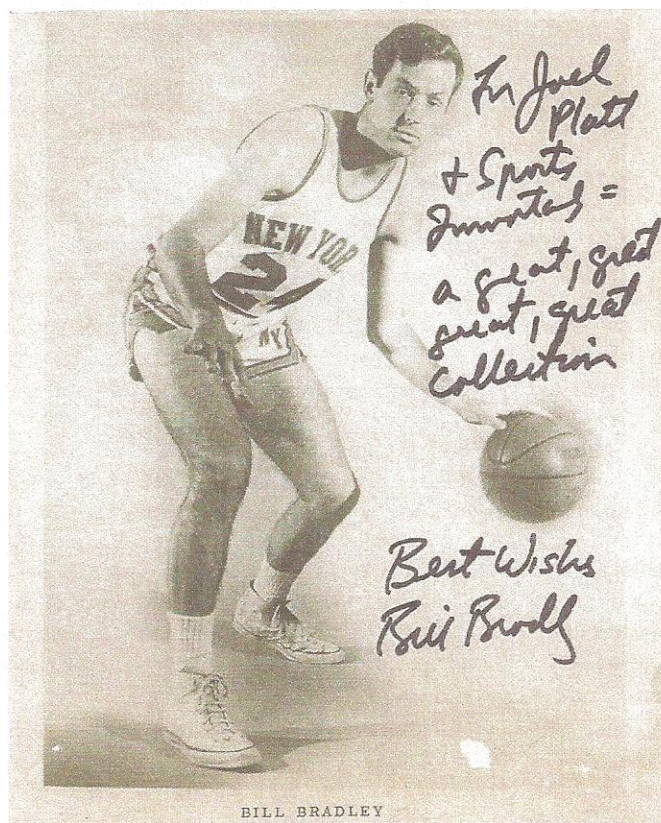
would honor the world's greatest athletes. He went on to present me with a plaque, medals, his trophy when he was named track athlete of the 20th Century and a book from the 1936 Olympics with photos of Berlin and autographs of all of the 1936 Olympic champions.

Mildred "Babe" Zaharias was the greatest all around female athlete of all time. She was a former Olympic and golf champion. I visited with her famous wrestling husband, George Zaharias, shortly after her death in 1956. George presented me with several of Babe's items, including a 1932 Olympic blanket, an autographed book and an autographed photo. However, the greatest item was a golf club that Bobby Jones used in numerous tournaments and later gave the club to Babe who used it to win several of her own tournaments.

One of my greatest moments ever was meeting **Satchel Paige** and his wife, Lahoma, in Kansas City. He told me stories about his playing days in the Negro Leagues, the Puerto Rican Leagues and ultimately the Major Leagues. He also told me about his rules for healthy living which included avoiding

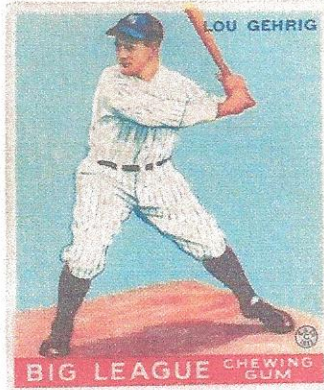
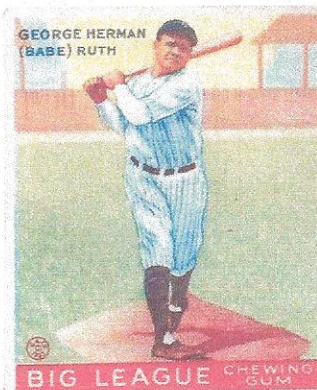
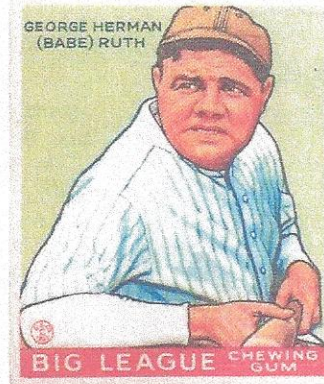


Muhammad Ali
Autographed Sweatpants
he used in training for 1st and 2nd Sonny
Liston fights and Floyd Patterson fight.



Autographed photo of Bill Bradley.

3 Autographed
jerseys worn by
Wilt Chamberlain;
Overbrook High School,
Philadelphia 76ers and
Los Angeles Lakers.



Babe Ruth and Lou Gehrig Goudey cards.

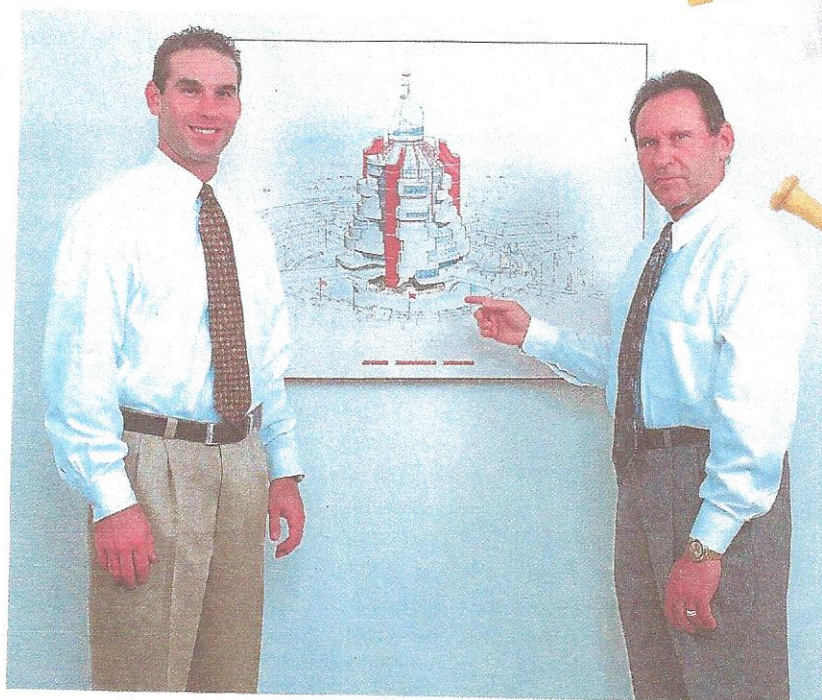


Mrs. Honus Wagner presenting a bronze cast to Joel of her husbands hand.

Photo of Joel Platt and Mrs. Honus Wagner



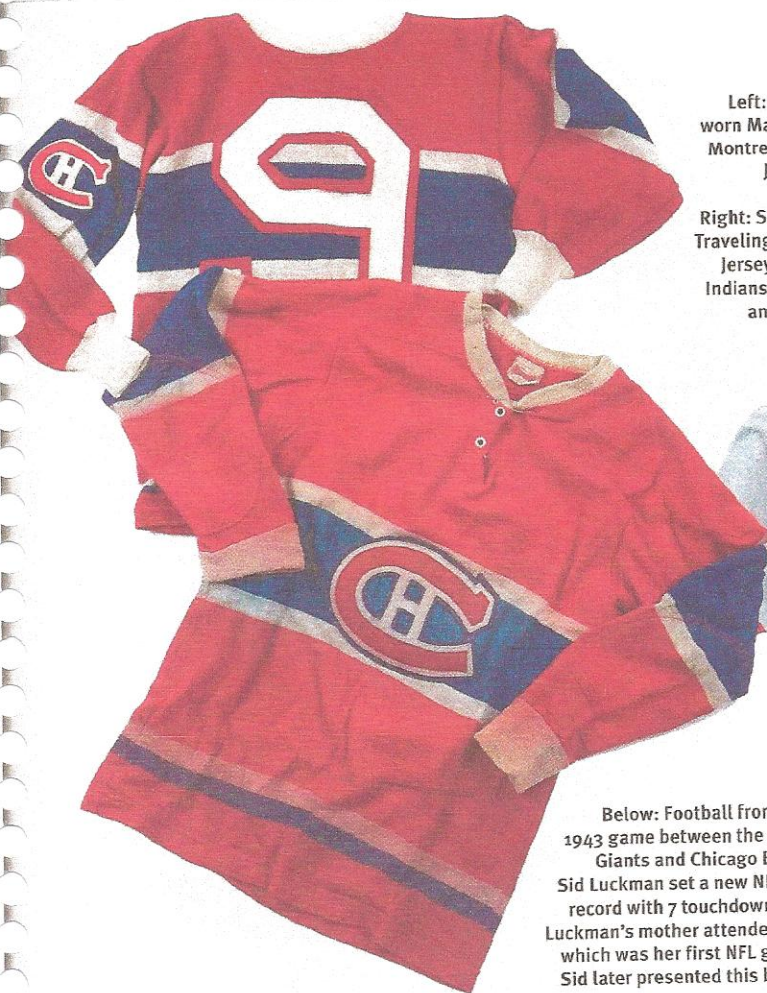
Game used Lou Gehrig Glove from the 1927 season



Jim and Joel Platt stand next to sample rendering of Sports Immortals Complex



Roberto Clemente's game worn 1971 World Series MVP Jersey and game worn 1962 Jersey, autographed bat and autographed baseball

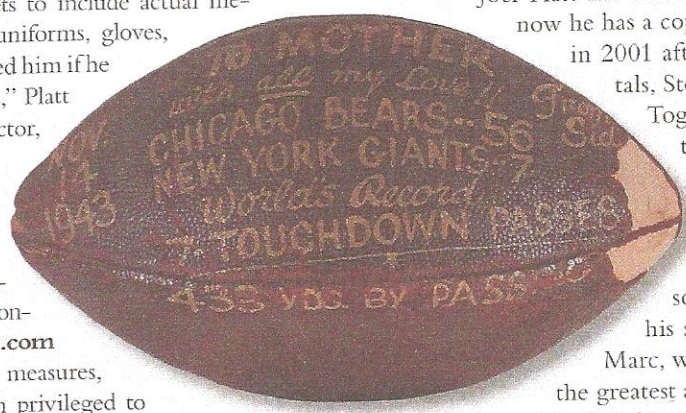


Left: Two game worn Maurice Richard Montreal Canadiens Jerseys

Right: Satchel Paige's Traveling All Star Game Jersey, Cleveland Indians Game Jersey, and cleats.



Below: Football from the 1943 game between the New York Giants and Chicago Bears. Sid Luckman set a new NFL passing record with 7 touchdown passes. Luckman's mother attended the game, which was her first NFL game ever. Sid later presented this ball to her.



fried foods and never looking back. Satchel contributed his touring Negro League All Star uniform, his Cleveland Indians uniform, two gloves, several autographed baseballs and his spikes to the Sports Immortals Museum.

Over the last sixty years, Joel's assemblage has grown from cards, autographs, programs and tickets to include actual mementos used by sports greats (uniforms, gloves, bats, balls, hats, etc.) When I asked him if he was "the King of the Collectors," Platt winked and said I am not a collector, I consider myself a curator.

Currently, sports fans young and old can visit the Sports Immortals Showcase Museum and Merchandise Center in Boca Raton, Florida or online at www.sportsimmortals.com. However, due to high security measures, very few individuals have been privileged to experience the over 200 security trunks that house the crown jewels of the Platt collection. Some of the lucky ones include an executive from the Smithsonian Institution who called Sports Immortals "Absolutely the most outstanding single collection on all sports." Senator Bill Bradley exclaimed "A Great! Great! Great! Great! Sports Collection...now I know how Mel Fisher felt when he discovered the Atocha. NFL Hall of Famer, Franco Harris, calls

it "A tribute to one man's love and dedication to sports." Josh Evans, Chairman of Leland's Auction House vehemently called it "The finest sports collection in the world, bar none..." Marv L. said "It is absolutely mind blowing to think that one man has the time to collect these treasures." Where was the time to eat, sleep and work!

Joel Platt has certainly been a man on a mission. But now he has a copilot, Jim Platt, who joined the team in 2001 after writing the book, Sports Immortals, Stories of Inspiration and Achievement. Together, father and son, have dedicated their lives to the preservation of sports history. What Joel has accomplished would seem to have taken ten lifetimes. Jim is onboard to see that his father's efforts come to fruition so that future generations, including his seven year old twin boys, Roby and Marc, will remember the accomplishments of the greatest athletes in sports history and be motivated by their heroic tales of achievement.

The Platts' ambition is to utilize their valuable Sports Immortals content, trademark and concepts, coupled with the latest immersive technology to develop cultural, historical, educational and entertaining projects that will be inspirational to mankind. Joel's ultimate goal is to make enshrinement as a Sports Immortal be the greatest honor achievable in sports.

FROM THE OFFSITE SEALED VAULT OF THE CROWN JEWELS OF SPORTS COLLECTIBLES



Front Row L to R ♦ Dan Gilbert, owner of Cleveland Cavaliers / Chairman Quicken Loans: Game used **BABE RUTH** bat signed by the **BABE, LOU GEHRIG, CLARE RUTH** & Yankee greats 1927. Value \$300,000.00
 Baseball dated 10/1/32, The Day **BABE RUTH** called his shot, signed by **BABE, LOU GEHRIG, & ARTHUR FLETCHER**. Value: \$1,000,000.00
 Joel Platt: **JIM THORPE** Canton Bulldogs game jersey from 1917. Value: \$750,000.00
 Jim Platt: **RED GRANGE** autographed All - Star game used jersey. Value: \$75,000.00
 Back Row L to R: Marv L. Moves Magazine. **ANDRE the GIANT'S**, jockstrap. Value: \$10,000.00
 Bruce Schwartz: President, In - House Realty Corp. **ROBERTO CLEMENTE** 1971 game used World Series MVP jersey. Value: \$150,000.00
 Rubin Hanan: Co - Owner of JP Sports. **WILT CHAMBERLAIN** 1966 - 67 Philadelphia 76ers autographed game used jersey. Value: \$100,000.00



Photo of Sports Immortals Showcase Museum in Boca Raton, Florida

Presently, Orlando, Cleveland, Washington D.C. & Chicago are the four major areas under consideration for a Sports Immortals International Hall of Fame Complex, but until a final site is chosen, offers are also being considered from other major locations. Also in the works are a series of traveling exhibitions that would tour major museums and sporting events throughout the world. With their magnitude of content, the Intellectual Property possibilities are endless, but the Platts would certainly like to create a feature film and documentary series on the Sports Immortals and The Joel Platt Story, A Million Miles For A Million Mementos.

Joel Platt is quite a guy and Sports Immortals is quite a collection. I thanked him for the one-of-a-kind experience he gave me and wished him well in his business ventures. I am confident his Sports Immortals goals will come true for how can anyone doubt a man who has spent his entire life never losing sight of his dreams. ☐

TESTIMONIALS

1. Mr. Ernie Banks
Chicago Cubs
Baseball Hall of Fame

“The Sports Immortals Museum collection features over one million mementos and honors the greatest athletes in sports history.”

2. Mr. Franco Harris
Pittsburgh Steelers
Football Hall of Fame

“I have been impressed with Joel Platt’s dedication and determination ever since our first encounter during my rookie season. As Chairman of the Sports Immortals Honorary Board, I am proud to be involved with a project that will be entertaining, educational and an inspiration to mankind.”

3. Mr. Jack Kemp
U.S. Congressman

“Sports Immortals represents the ultimate in sports achievement. The story pays tribute to the world's greatest athletes and chronicles Joel Platt's lifetime effort to preserve sports history.”

4. Mr. Bill Bradley
U.S. Senator and Former NBA All-Star

“A Great, Great, Great, Great Collection.”

5. Mr. Carl H. Scheele
Retired Director
Smithsonian Institute

“Absolutely the most outstanding collection on all sports.”

6. Mr. Joshua Evans
Chairman
Leland’s Collectibles, Inc.

“The finest sports collection in the world...bar none.”

7. Mr. Marc Pachter
Director
National Portrait Gallery
Smithsonian Institute

“Joel Platt, who has long dreamed of creating a Sports Immortals Museum, has lovingly put together a collection of memorabilia encompassing all sports, and in so doing has preserved for all time objects important to our national heritage. We are deeply indebted to him.”

8. Mr. Bud Shuster
U.S. Congressman

“I have known Joel Platt for many years and he is truly a man who has never lost sight of his dream. The Sports Immortals Museum is an inspirational project that will benefit mankind.”

9. Rabbi Harold Kushner
Best Selling Author of *When Bad Things Happen to Good People*

“We celebrate athletes who overcame obstacles to reach their goals. Joel Platt, by force of his indomitable will, brought his body back from a serious injury as a youngster to curate the world’s greatest collection of sports memorabilia.”

11. Mr. Casey Stengel
Baseball Immortal
Baseball Hall of Fame

“Your Sports Immortals Museum sounds very interesting and should prove very rewarding. Many adults along with thousands of children will derive hours of pleasure. It is a wonderful thing and I wish you every success.”

12. Captain James Lovell, USN
NASA Astronaut
Commander of Apollo 13

“I extend best wishes for the continued growth and success of the Sports Immortals Museum. Many people find inspiration in the lives of our athletic heroes, and it is appropriate that the records and mementos of their achievements should be preserved.”