

# CASE KEENUM

 @casekeenum7

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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.

## Why Case Keenum?



- Case Keenum has grit. He is not an archetypal star NFL quarterback. Told by many he was too short, even for top college programs, Case clawed his way to the top of the University of Houston Cougars, suffering injuries that almost ended his career. After two disappointing years in the NFL and winding road after winding road, he has emerged stronger and more successful than even he knew was possible thanks to a relentless work ethic coupled with devout faith.
- He believes in the power and responsibility of athletes to serve as strong examples to the young people who look up to them.
- The numbers and titles tell part of Case's football story: he holds the all-time college football marks for passing yards (19,217), touchdown passes (155), total touchdowns (178) and completions (1,546). He was Conference USA Freshman of the year in 2007, Conference USA Offensive Player of the Year in 2008 and Conference USA Most Valuable Player in 2009 and 2011. He is one of only two quarterbacks to win the Sammy Baugh Award for the nation's outstanding passer twice (2009 and 2011).
- Case entered the NFL as an undrafted free agent, signing a contract with the Houston Texans in 2012. He understands and speaks eloquently about highs and lows, and how to weather them by focusing on what truly matters.
- Case is in that sweet spot where he can look back on legendary moments while also looking forward at what's to come. We are still in the middle of a story that's far from over.

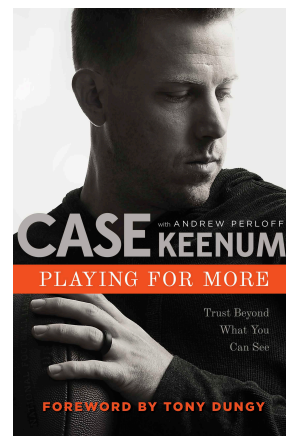
“*I'm just a guy from West Texas...I couldn't have predicted some of the things that have happened. I hope my journey inspires others to believe in themselves and dream big. Especially the young readers who are about to reach the point when they have to make real decisions. Decisions with consequences.*”

– Case Keenum, *Playing For More*

# About the Book

## *Playing For More: Trust Beyond What You Can See*

In his new book PLAYING FOR MORE (B&H Publishing Group; ISBN: 978-1-5359-3979-9; September 2018; \$15.99), Case Keenum relives his incredible journey from West Texas high school standout to NCAA record-breaker to NFL underdog champ--and the personal and spiritual challenges and victories that helped him get there. Fans will relish the behind-the-scenes tales from legendary moments in Case's college and professional careers, while those previously unfamiliar with Case's story will fall in love with his grit, humility and sincere faith. 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.



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### *Why Playing For More?*



- Case Keenum takes readers through injuries that should have ended his career, devastating losses and influential naysayers who questioned his place in football--all without bitterness and with a gratitude for the challenges that only made him stronger.
- Case writes to readers like they're teammates, friends and family, confiding in and encouraging them as he tells his incredible story.
- PLAYING FOR MORE is a compelling blend of play-by-play action, big-picture retrospective and motivational writing that encourages by the example set by Case and those who've influenced him. Case also turns outward, speaking directly to readers about their potential.
- With a moving foreword penned by legendary NFL coach Tony Dungy, PLAYING FOR MORE offers firsthand perspective from leaders who are known and respected for what they have accomplished both on and off the field.
- Open about his dreams, faith and frustrations, as well as relationships with his wife, parents and others he holds dear, Case invites readers into his inner circle to better understand how he overcame obstacles and remains focused on what's truly important.

“I've been blessed. In more ways than one. I want to share that with others. I want to get deeper into the business of making a difference. I have a platform through professional football. I have a unique opportunity to be part of something much bigger than myself. I can't imagine saying no to that.”

– Case Keenum, *Playing For More*

“As you read this book you'll get an idea of the hard work and extreme dedication it takes to become an NFL quarterback. You'll learn about the amazing highs and lows in the life of a professional athlete. You'll see some of the traits that have made Case a great husband, a great teammate, and a great friend. But more than anything, I think you'll see what has really motivated Case and made him such an uncommon person, and that's his love of the Lord.”

– Tony Dungy, foreword, *Playing for More*