

MEDIA CONFERENCE
June 6, 2025



JORDAN LOVE

MODERATOR: Well, good afternoon. We have a special guest in our media center today. Welcome to Jordan Love.

Jordan, thanks for stopping by and spending some time with us. So this is your second year at the AmFam Champ walking around, talking to fans, and you also met Laine, the American Family Children's Hospital former patient.

What's it been like interacting with fans in this type of environment and also meeting Laine and her family?

JORDAN LOVE: Yeah, it's been awesome. Obviously, like you said second year coming out and doing it, I think just walking around, engaging with the fans. Everybody's a little surprised sometimes, they're watching golf and then they see I pop up. It's fun just being out there interacting, and definitely a lot of Packer fans out there, so it's fun.

Meeting Laine and her family was awesome. She going to hang out with them for a little bit and, you know, play a couple games of mini putt, trying to hit it in, and just engage with her, asking her some questions, and doing something to hopefully brighten her day up a little bit. It was definitely awesome to meet her. I got a wristband from her that she gave me, so that was also pretty cool.

MODERATOR: I'm sure you brightened up a lot of days today.

So the primary purpose of the AmFam Champ is raising money for charity. You have your own charitable foundation, Hands of Love. Can you tell us a little bit about the work that you do and why it's meaningful to you?

JORDAN LOVE: Yeah. So Hands of Love Foundation is a foundation that we started just a little over a year ago, and it's been pretty awesome so far.

It's a foundation that we started with the main purpose of three pillars that are important into my life, which is getting the youth involved in sports because I feel like at a young age sports were such a big part of my life and kind of shaped a lot of kind of who I am and the morals I have and the hard work I have, the work ethic, things like that, and then the relationships I've built with friends and coaches and mentors. So I think trying to help get the youth involved in sports in any way possible is very important to me and I think will help the youths' lives going forward.

So we've been doing a lot of great things. We have camps we've done in Bakersfield, my

hometown, in Milwaukee coming up here in July, and done some great things just to be able to get the community out, get them involved and be able to see some NFL players and different people who have come from the same community and are giving back to them now, to be able to teach them skills but also to have a fun day.

And then mental health awareness is another pillar of that, which is a big part of my life with, you know, the way I lost my father committing suicide. Suicide prevention, mental health awareness, trying to bring awareness to those issues and the things that people are going through is something that's very big.

So we've partnered with different organizations and other foundations who do a lot in the mental health awareness space to try and help them out in any way we can.

And then law enforcement. Both my parents were police, so trying to get the law enforcement and just trying to build that bond between law enforcement and the community. A lot of the events we do we have law enforcement out there. Being able to speak to the youth and the community out there to just make sure they're understanding really the impact law enforcement has in the community.

So we've been doing a lot of great things, and we're going to have a lot of more cool opportunities in the future but it's been a great start so far.

MODERATOR: How long have you had the foundation?

JORDAN LOVE: A little over a year.

MODERATOR: Oh, so it's brand new.

JORDAN LOVE: Yes.

MODERATOR: It sounds like a lot of positive impact already, so that's great.

JORDAN LOVE: A lot of positive impact, and a lot of stuff that we're going to be looking to build on and improve going forward.

MODERATOR: Great, thanks. So you're also entering into year 2 with your partnership with American Family, so we just wondered what it's like being a brand ambassador and what kind of experiences you've had or what you've learned, any type of experience you've had working with AmFam the last year?

JORDAN LOVE: Yeah, it's been amazing working with AmFam, being a partner with them, brand ambassador and coming out to great events.

Everything that AmFam stands for in trying to give back like this event in particular is awesome, and it's awesome to just come out, engage with the fans and be able to help

contribute in any way I can. But it's been great so far, I'm loving it.

We just finished up doing a commercial like I think right before OTAs a couple weeks ago, so that was fun to be able to go out there, interact with the kids that are involved in the commercial.

Obviously a big part of the brand I feel like is dreaming big, dreaming fearlessly and I think that message hits home a lot of chasing your dreams and always trying to go out there and reach those goals and never selling yourself short.

So it's been awesome and looking forward to more good things in the future.

MODERATOR: We're thrilled that you're part of our family, so thanks.

So one last question for you. You know how to successfully work with teammates obviously, so do you have any advice for the golfers this weekend who are used to competing as individuals now that they're golfing in a team format?

JORDAN LOVE: Oh, goodness, that's tough. I mean, when you go from individual sports where it's just you're only worried about you and your success and not anybody else, I think it might be tough switching back over to team sports where, you know, so much of your success is with the team. Everybody has to be able to step up, perform.

I'd say don't get frustrated if your teammate isn't doing as well or, you know, maybe lean on them when they're doing very well and give 'em some of that positive reinforcement.

I think there's nothing better than team sports, I love it. Individual sports are great, but when you get to come together with a team and win with a team, I think it makes it even more fun.

MODERATOR: Well, I think that's great advice.

JORDAN LOVE: Don't get mad at your partner, that would be my advice.

MODERATOR: So thank you so much for your support of American Family Insurance and the AmFam Champ. And on another note, we're all looking forward to a great season.

JORDAN LOVE: Oh, yeah, yes we are. Thank you.

MODERATOR: Thanks, Jordan.