

CELEBRITY FOURSOME PRESS CONFERENCE
June 7, 2025



ANDY NORTH
MIA HAMM
JUSTIN HERBERT
CHARLES WOODSON

MODERATOR: Hi there, welcome to the news conference of the 2025 AmFam Celebrity -- Champ Celebrity Foursome hosted by Andy North.

I'm Jan Kimmel, I'm vice president of community engagement and communications at American Family Insurance. Nice to see you all today.

Our host, Andy North, is a two-time U.S. Open champion, ESPN golf analyst, philanthropist, AmFam Champ ambassador and host of this fan favorite event since inception in 2016.

ANDY NORTH: Thank you.

MODERATOR: And we're excited to welcome three new players this year. Very excited to welcome you today.

First I have Mia Hamm. She's widely considered the greatest women's soccer player. Her career highlights include leading the U.S. to two FIFA Women's World Cup titles and two Olympic medals. She was inducted into the National Soccer Hall of Fame in 2007 and the first woman in the World Football Hall of Fame. She also founded the Mia Hamm Foundation in 2004.

MIA HAMM: Thank you.

MODERATOR: Next I have Justin Herbert as a talented quarterback of the NFL Los Angeles Chargers. After being drafted in 2020, he became the first Chargers quarterback to throw over 5,000 yards in 2021, earning his first Pro Bowl selection and the game's offensive MVP award.

ANDY NORTH: Even though he did go to Oregon.

MODERATOR: I was just going to say that he holds multiple school records at the University of Oregon and one of only two Oregon quarterbacks to surpass 10,000 passing yards. Welcome, Justin.

And finally, last but not least, Charles Woodson, one of football's most decorated players at the pro and collegiate levels, including inducted into the Pro football Hall of Fame in 2021. He played NFL seasons with Oakland Raiders and more importantly our own Green Bay

Packers. He was a Super Bowl XLV champion, 2009 Defensive Player of the Year, 1998 Defensive Rookie of the Year and the 2015 Art Rooney Sportsmanship Award recipient. And last but not least, a two-time All-American at Michigan, and he won the Heisman trophy in 1997. So one more round of applause.

Andy, Mia, Justin, thank you so much for being here today. Your participation helps us raise even more money that supports healthy youth and strong family foundations, and building strong thriving communities.

We know that this group is always up for competition, so today Justin and Charles will compete against Andy and Mia, and the winning team will have a \$25,000 donation made in their names to the American Family Children's Hospital.

So before I open it up to the media, I'm going to ask a few questions.

Mia, I'll start with you. You had an amazing career in soccer, many people are excited to see you today. How do you find the transition to a more individual sport like golf from team sports?

MIA HAMM: Yeah, I can't rely on anyone to carry me, which has resulted in some really interesting experiences on the golf course.

No, I love it. It's probably the only thing I grind over now. Not that I could ever kind of conquer this game, but it challenges me and it's always challenged me even when I played on some of my weaknesses as a soccer player.

You know, one of the things, it's a generational game so I can play with family and friends for the rest of my life.

But the other thing is, what I love about it is it really asks you to kind of be present and be where your feet are. You can't kind of stew over a bad shot because it really has a negative impact on the rest of your round. So from that perspective, I love it.

But a lot of laughter that happens, happens on the golf course with my friends and family, so it's really brought us together and it's enabled me to be a part of this great event, raise some money for important causes and see some wonderful parts of the country.

MODERATOR: That's great. Thank you.

Justin, you are an athlete known for your versatility. How do you think playing golf complements your skills as a quarterback?

JUSTIN HERBERT: Yeah, I think it's a great sport where you learn so much about yourself and about the game. I think the thing that helps me with playing quarterback, it's always about the next play, it's about the next shot. You can't let a shot into the bunker or into the

rough affect your next one.

I think I try to take that over to football because you're going to make mistakes, you're going to deal with adversity, and as long as you're able to face it, continue to keep playing, do everything you can to put your team in a position to win, I think that's one of those lessons that I definitely learned from golf.

MODERATOR: That's great. Thank you.

And Charles, as someone who's transitioned from a successful career in football to many other ventures, what has been the most rewarding aspect of your life post football?

CHARLES WOODSON: Oh, the most rewarding? It's got to be my kids, yeah. You know, as a professional athlete, you know, for myself, I never saw myself as being a coach because I never thought I would have, you know, the patience to be a coach because I did things a certain way and it's kind of hard to get someone else to do things the way you do it.

But this past year, you know, I joined the staff for my oldest son's high school team and I just got a great joy of -- joy out of being around those young kids. And I think the best part about it is, the thing that I didn't think I could have the patience to do, I had the patience to do it.

Now, I get a little crazy sometimes, but when you can instill something into those players and they go out and execute it and then you see the look on their face like wow, you know what, I mean what coach said was going to happen, happened, and I did this and it worked. Then to see them buy into that fact has been a -- has brought a great deal of joy to me.

So I think right now that's probably the most satisfying thing that I've done post playing.

ANDY NORTH: Hey, Woody, jumping in there, didn't your son just get offered?

CHARLES WOODSON: Yeah, he's got a few offers but there's one I care about and that was at the University of Michigan. You know, very, very proud father. Man, that was a great moment for him to get that call to offer him.

He's still young, so now the hard work starts because you have the attention, you have people following you now, watching you and critiquing you. You've got to continue to put forth of best effort that you possibly can. But I'm excited for him. And he's happy, he's hungry and can't wait to see how his journey unfolds.

MODERATOR: That's great.

And Andy, we are so fortunate to have you host this event since 2016. What motivates you to keep your involvement not only in this event but many others that you give your time and energy to?

ANDY NORTH: I think the biggest thing is it's a great opportunity. Golf is the greatest way to raise money for charity and other causes in the community, and AmFam has been an amazing community partner. It's been an awful lot of fun to get involved with them and understand what they're doing in the community, what we're doing in the community. You change a lot of lives and I think that's the real key thing.

The amount of money that gets raised in a little town like Madison is amazing. We can't thank everybody who's supported so well and especially our stars who show up every year, it's fantastic.

MODERATOR: Thanks, Andy.

Now I'll open it up to the media for a couple questions.

Q. Charles, what does it mean to be back in Wisconsin? And you talked about how coaching tests your patience, how does golf maybe test your patience?

CHARLES WOODSON: Oh, man, yeah. Testing patience, man, is a great way to put it. I think golf can really humble you, man, in ways that you don't think you can be humbled.

Playing on the football field is something I've done my entire life, so you know how to deal with it, you know how to navigate the game. But golf is so interesting because you have this little bitty tiny ball and it's sitting on the ground, and it's never going to move until you move it. You think you get up there and you look at it and you think, you know what, I've got this next shot, and all of a sudden anything happens.

So it really -- it really does test your patience, but I was told that, Charles, you're not good enough to be mad about golf so just be cool.

Yeah, I enjoy the game and I try to play as much as possible, so it's great for me to be here. Any excuse for me to come and play golf, I'll do it. So thanks for -- I really appreciate the invitation to come here and play today.

Q. Justin, what are your greatest memories of the 2020 Rose Bowl, and Andy, what are the chances anybody out there even remembers that?

JUSTIN HERBERT: I remember it. It was definitely a fun game, not the way that we drew it up. I feel like we ran the ball pretty well that game. We've got so much respect for those Wisconsin Badgers and know how good they are. All the guys that played on the team, it was just a cool experience, you know, under the lights in the Rose Bowl. It's what you always dreamed of growing up, especially growing up in Eugene, Oregon, and being a Duck fan, for me it didn't get any better than that. I'm sorry.

ANDY NORTH: We just needed another minute or two, wasn't that how that thing ended?

JUSTIN HERBERT: Yeah, ran out of time.

Q. This is for anybody on the panel here. I'm sure you've all heard throughout your playing careers or even now how you've inspired people. What's that mean to you to hear that and how do you kind of respond to those situations?

MIA HAMM: You know, it's incredibly humbling. I think for all of us, we didn't get here on our own, we had a lot of people that invested early and often into our careers and into our person.

I think it's always important when you step on the field or the court or the course to always remember that you represent so much more than just yourself. Taking that to heart in everything you do, I think -- I've always said I didn't become a role model because, you know, I was endorsed by certain companies or played on the national team, I was a role model as soon as I could impact or influence someone's life. That was siblings or cousins or teammates.

And I didn't always get it right and the tone wasn't always perfect, but I was motivated every day to show up for them and for the people that supported me.

Q. Mia, along those same lines, you've been playing for a long time but are you still in awe that people still want to come up to you? I mean, young girls, a lot of young girls will still want to emulate you and be you some 23 years later.

MIA HAMM: I hope they want to be younger than me. No, I get a lot of my parents watched you play at this stage of my life, which is OK.

I think we've all had the opportunity, some of us are still in our prime, but to be able to do it, if you asked me when I was 10 years old if I'd be sitting here talking about playing golf for charity in Wisconsin, I would have giggled.

But I think, I just feel really blessed to be able to play the game that I loved and find inspiration to hopefully help a lot of other people.

And I just want to say, I love coming back to the state of Wisconsin. Some might not know but this is the state that really helped me build my foundation and was there for me, a community that was there for me when my brother was really, really sick and they didn't think twice about helping us raise money. So the opportunity to come back and give back is really important to me.

I'm just wondering why no one has asked Andy and I how many pullups or what we -- what we can curl.

ANDY NORTH: Verticals 40 times, that kind of stuff, yeah. We'll get into that, that's later.

Q. Charles, can you give us a scouting report on the guy you're sitting next to and how would you defend him?

CHARLES WOODSON: A scouting report? Oh, man. Yeah, you know what, we know that he has a rocket arm. We know that at any point in time, no matter whether he's in the pocket or out of the pocket, the ball can get downfield, so never let anybody get behind you because he can get the ball there.

He can throw off platform, throw from a lot of different angles, and he's tough. We're going to hit him, we're coming after him, we'll send some guys at him but don't think he's going to quit. He's played with broken fingers, he's got hurt ribs, so he's going to continue to play throughout the game. So if we get him down, we'll have to keep him down, all right, and hit him as early and often as possible.

JUSTIN HERBERT: Thankfully, we're teammates today, and we don't have to play Charles this year.

Q. For Andy, did you get to pick your playing partner today?

ANDY NORTH: Absolutely, I did.

Q. Tell me about that.

ANDY NORTH: We try to get this to make sense. I need somebody who can carry me. As you've seen in the past year, I need somebody I can lean on heavily and she's the one to do it. You forget -- I'm sure there will be some smack going on out there at some point in time, but the key is we all hit some good shots and have some fun, and people can enjoy what we're doing out there.

Q. Andy, you got pretty comfortable at University Ridge doing this thing. What's it going to be like on the back nine --

ANDY NORTH: I have no idea.

Q. -- of TPC? You haven't played this?

ANDY NORTH: I looked at the golf course Monday for the first time. I haven't played any golf at all so this could be really interesting. When you look out there and you see water everywhere and you haven't been playing, that's not really a good feeling sometimes. Usually you have a clue what you're doing.

No, I'm looking forward to it. The golf course, greens, tees, fairways are awesome. They're in unbelievable condition, best I've ever seen out here, which is really neat. The players had a lot of nice things to say about it.

I think we're really fortunate the wind's not blowing. If we had 20, 25 miles an hour, this place is a whole different deal. We've got a nice day out there today for it, we'll have some fun.

Q. Mia, in conjunction with your foundation, why is it so important to come to events like this and also kind of on a similar note, Rose Lavelle, a Badger, what's your scouting report on her?

MIA HAMM: First of all, Rose is so talented. She is just dynamic on the ball. I think what sets her apart is her technical ability, her vision on the field.

You know, I was in the stadium 2019 when she scored and we were all going crazy, just so happy. I think she's getting back on the field soon, which is good to see because as a national team we're just a better team with her on the field.

What was the first question? Oh, my God, I started talking about --

Q. Your foundation.

MIA HAMM: Oh, yeah. I think, you know, I started my foundation, and actually the precursor to that was my brother's illness. I was -- like I said, when I came, I came in 1996 to an event in Milwaukee. I had just learned my brother had to have a life-saving bone marrow transplant.

I showed up with a pickle jar and leaflets, and this community took them from me. I think at that event we raised \$5,000 because we weren't sure who was going to pay for his treatment, and within three months we had the first ever Garrett Game in Milwaukee. We raised tons of money not just for his treatment but for Children's Hospital there.

And I didn't do it on my own. I was just so overcome with the generosity of others that didn't know me, had never met my brother, never met my parents.

So it's important for me to show that same humility and generosity to other communities because for so much of what we do, it's incredibly personal with our foundations, and you know that there are families going through similar experiences, and just to help give them hope and ease their pain is really important.

MODERATOR: We have time for one more question if anyone has one.

Q. Justin, how would you describe your golf game, and how do you like your and Charles' chances today?

JUSTIN HERBERT: Well, early on I asked Charles how good he was. I assumed he was going to be pretty good. I kind of told him that I needed him to carry me today. That's kind of where my golf game's at.

I haven't played a whole lot recently. I think somewhere hopefully within the nine holes I find it, but we're going to spend as much time on the range, see how we're playing and we're going to go from there.

MODERATOR: Well, thank you so much. Thanks again for being here. We're excited to see you play.