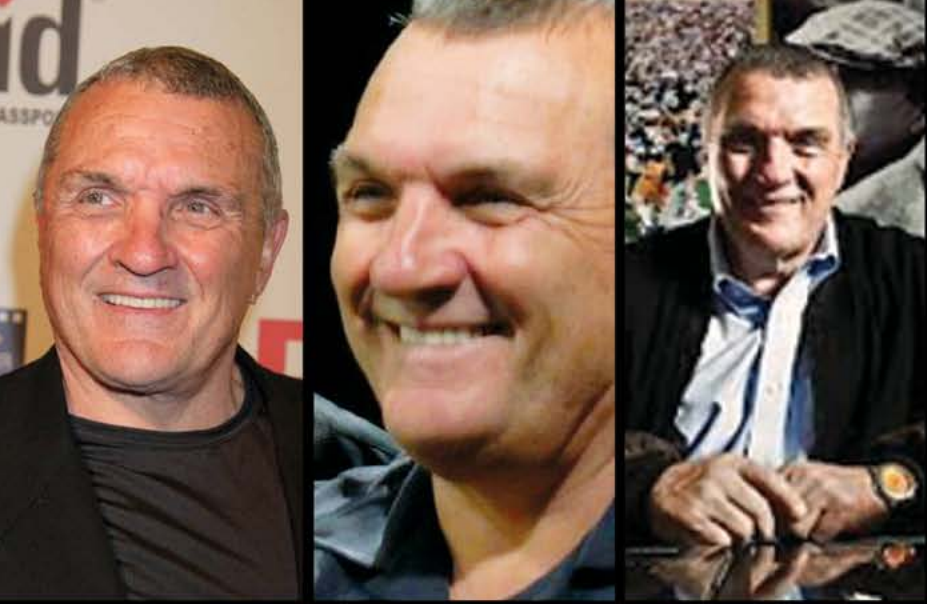


RUDY

INTERNATIONAL



MILLIONS HAVE BEEN INSPIRED BY THE MOVIE *RUDY...*
NOW LET THE MAN BEHIND THE MOVIE INSPIRE *YOU!*



About Rudy

Against all odds on a gridiron in South Bend, Indiana, Daniel "Rudy" Ruettiger in twenty seven seconds, carved his name into history books as perhaps the most famous graduate of the University of Notre Dame. The son of an oil refinery worker and third of 14 children, Rudy rose from valleys of discouragement and despair to the pinnacles of success. Today, he is one of the most popular motivational speakers in the United States. It took years of fierce determination to overcome obstacles and criticisms, yet Rudy achieved his first dream - to attend Notre Dame and play football for the Fighting Irish. As fans cheered RU-DY, RU-DY, he sacked the quarterback in the last 27 seconds of the only play in the only game of his college football career. He is the only player in the school's history to be carried off the field on his teammates' shoulders. In 1993, TRISTAR Productions immortalized his life story with the blockbuster film, RUDY. Written and produced by Angelo Pizzo and David Anspaugh, the award-winning team who brought us HOOSIERS, the critically acclaimed RUDY received "Two Thumbs Up" from Siskel and Ebert and continues to inspire millions worldwide.

Today, a highly sought after motivational speaker, Rudy entertains international corporate audiences with a unique, passionate, and heartfelt style of communicating. He reaches school children, university students, and professional athletes with the same enthusiasm, portraying the human spirit that comes from his personal experiences of adversity and triumph. His captivating personality and powerful message of "YES I CAN" stays with his audiences forever. Rudy's opening remarks receive thunderous applause and standing ovations from audiences of 200 to 20,000 people who emotionally chant RU-DY, RU-DY!

Rudy has appeared on various high profile nationally televised talk shows and radio shows across the country, is featured in national magazine publications, and has been honored with the key to many cities in the United States with special proclamations for his inspiration, commitment, and human spirit. Rudy received an Honorary Doctorate Degree from Our Lady of Holy Cross College, the Distinguished American Award, A Proclamation from the Governor of Nevada granting an Official Rudy Award Day, was inducted into the Speakers Hall of Fame, and spoke at the White House during the presidencies of George W. Bush and Bill Clinton.

In addition to his motivational speaking, Rudy has co-authored several books, including: RUDY'S INSIGHTS FOR WINNING IN LIFE, RUDY'S LESSONS FOR YOUNG CHAMPIONS, RUDY & FRIENDS, THE RUDY IN YOU, and RUDY: MY STORY. He co-founded the RUDY FOUNDATION, whose mission is to strengthen communities by offering scholarships in education, sports, and the performing arts.

EXTRA POINTS

THE REAL RUDY MOMENT

You've seen the movie. Now get the real story behind Rudy's walk-on game-ending play during the final game of his career.

<http://125.nd.edu/moments/the-real-rudy-moment-1975-vs-georgia-tech/>



EXTRA POINTS

RUDY: BEHIND THE SCENES

Get a behind the scenes look at the making of RUDY, featuring interviews with director David Anspaugh, screenwriter Angelo Pizzo and more.

<http://www.youtube.com/watch?v=TUnTDUwEWfs>



RUDY'S INSIGHTS FOR WINNING IN LIFE

SETTING GOALS AND STAYING ON TRACK TO REACH YOUR DREAMS

The following principles are Rudy's Insights developed through his own experiences on the journey to reach his Dream. Use them to help you set goals, overcome obstacles, and stay on track to reach your Dreams.

Be the Person You Want to Be Make the decision to take action and move closer to your Dream. Create daily success habits and surround yourself with information that will empower and inspire you.

Use Anger in a Positive Way to Get Results Anger is a normal reaction. It's what you do with anger that makes a difference in your life ... direct your anger towards a goal ... use anger in a positive way to get results ... from anger comes determination ... comes triumph.

It Starts with a Dream Visualize your Dream and make a commitment. Having a Dream is what makes life exciting. Never underestimate the power of a Dream. It will change your life. A Dream gives you the ability to determine your future.

Eliminate the Confusion Find mentors who encourage you. The right information will eliminate confusion. Visualize exactly what you want to be ... and focus on that ... believe in yourself and don't let anything stop you. Reinforce your Dream everyday with positive information from tapes, books, and mentors. Each day you will get closer to your Dream. Eliminate the confusion and fears, and make it happen.

The Greater the Struggle, the Greater the Victory Most people allow struggles and fear of failure to stop them. The key is to learn from your struggles and move on. Failures will make you stronger and give you the information you need to reach your Dream. Struggle will prepare you for success. Without Struggle there is no success.

Follow Your Passion Instead of Chasing the Dollar There is nothing wrong with making money ... but, it's important to focus on your passion instead of the dollar. For me, decisions based on my passion brought me closer to my Dream, while decisions based only on money took me further away. If you focus on what really fulfills you, you will have success. The dollar alone does not bring happiness.

Excuses Will Kill Your Dream What we're really talking about here is commitment. Until you make a commitment to your Dream, it's not really a Dream ... it's just another fantasy full of excuses. Fantasies don't come true because they are not real, we're not committed to them. When we make commitments, we eliminate excuses and they become Dreams ... and Dreams are definitely real.

Prepare for Your Dream Preparation is what comes from struggle. Knowledge comes from preparation. These are the elements that pave the road to your Dream. If we do not prepare we will not succeed. Set your goals and pursue your Dreams with all your heart. If you miss a goal, don't quit, reset it! You just need to learn more ... step by step you will win!

Focus on Your Dream and Never Quit It is always too soon to quit. If you quit, you can't succeed. By achieving your Dream you will be an inspiration to others. You will set an example and make an enormous impact on the world. Make it happen!

Always Have a Dream Dreams give us energy to go to new levels in life. Dreams change lives ... the power of life is in your Dreams!



EXTRA POINTS

RUDY'S INSIGHTS

A combination of real life stories along with powerful insights that Rudy learned along the way, this book will inspire you to go for your Dreams and Never Quit! Download for free at <http://www.rudyinternational.com/rudyinsights>





BOOK RUDY

**TO BOOK RUDY FOR YOUR NEXT EVENT,
CONTACT US AT
800-933-RUDY**

EMAIL
RudyInternational45@gmail.com

ON THE WEB
www.RUDY45.COM

LIKE US ON FACEBOOK
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JOIN OUR EMAIL LIST
https://www.facebook.com/RudyInternational/app_141428856257

TESTIMONIALS

"Having met Rudy and exchanging mutual philosophies, I find him to be an individual of exceptional character and broad goodwill. His resolve stands as a testament to the enduring belief that an individual can rise above extraordinary obstacles to achieve a positive result in this incredibly competitive world."
Sylvester Stallone

"Mr. Ruettiger's list of accomplishments and contributions speaks for itself. He serves as an excellent inspiration for our young people, an example that hard work and determination are the pathways to success."
Shelley Berkley, Congresswoman

"In spite of many obstacles, Rudy, has become a huge success. His personal motivation, perseverance and determination were major factors in his significant accomplishments. I witnessed his resolve firsthand as his college football coach."
Ara R. Parseghian, Coach

"Rudy has impacted millions of American lives by being an example of perseverance, determination, and diligence. He is a man that has shown strength of heart and amazing spirit in times that are not always kind. He has become an example of what people, young or old, can aspire to become."
Kenny C. Guinn, Governor

"Rudy gave a presentation to the Lakewood Police Department and the West Metro Fire Protection District. With his charismatic and down-to-earth style, Rudy has given many the motivation they need to try again, to believe, to succeed. He is a man who simply exudes a "never-quit" attitude and indomitable spirit."
Gary R. Barbour, Chief of Police



EXTRA POINTS

TRIUMPH OVER ADVERSITY

Experience the passion and energy live and in person! Get a glimpse at Rudy's presentations and hear real testimonials.
<http://www.youtube.com/watch?v=wHg6cYWHlc>



EXTRA POINTS

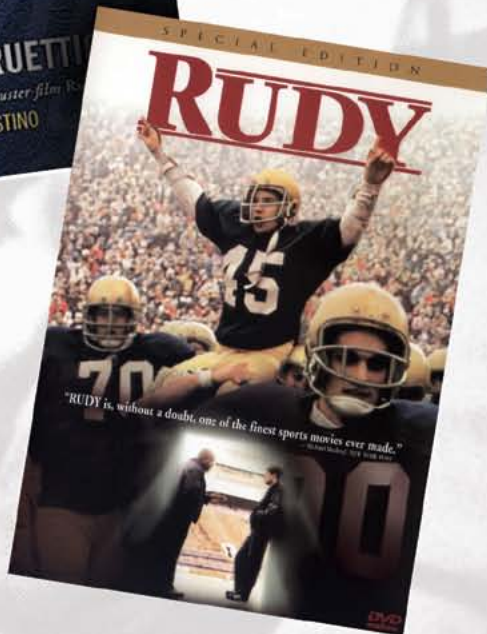
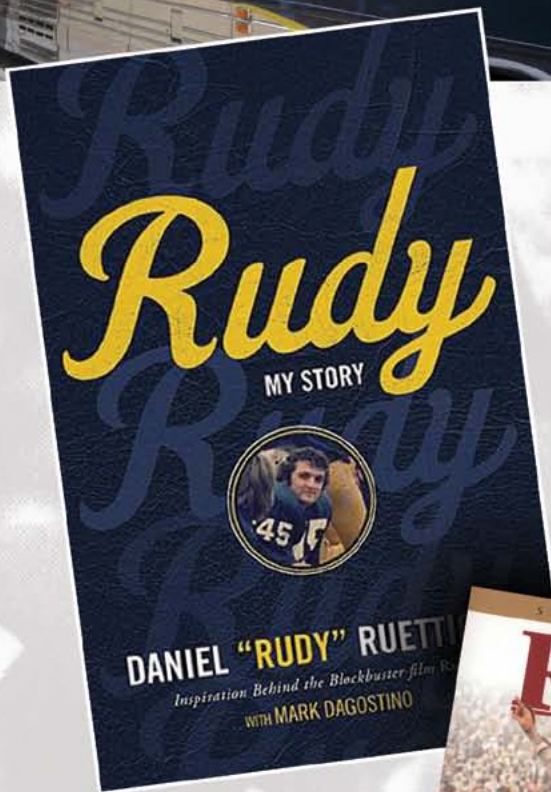
GO DEEP

An in-depth look at Rudy's method of helping you overcome obstacles in life, and the real stories shared by the people whose lives he's touched.
http://www.youtube.com/watch?v=Q9hjE_ICB54



MEMORABILIA

To book Rudy for a MEMORABILIA SIGNING or to purchase RUDY product for your event, contact us at (800) 933-RUDY or visit our website at www.RUDY45.com



RUDY FOUNDATION



Rudy Foundation is a 501(c)(3) nonprofit organization dedicated to strengthening communities by bringing people together, providing scholarship opportunities in the areas of education, sports, and the performing arts, and making a positive impact on the lives of others. The Rudy Foundation develops and supports programs that positively impact the lives of children cognitively, emotionally, physically and spiritually. The RUDY AWARDS™ Program was created by the Rudy Foundation to recognize those who make an outstanding, exceptional effort to do their personal best everyday, overcome obstacles, set goals, stay on track to reach their Dreams and build the qualities of Character, Courage, Contribution, and Commitment into their lives everyday. The RUDY AWARDS™ is about a person's heart, will to change, and desire for self-improvement.

For more information, visit www.facebook.com/RudyFoundation or www.rudy45.com



As producer of the short film, **THIS IS MY DREAM**, The Rudy Foundation is inspired to share positive messages to help others believe in themselves, build character, self-esteem, confidence, and overcome struggles on the journey to their Dreams! This is the first of several films designed to support the positive growth of youth in America and beyond.

EXTRA POINTS

THIS IS MY DREAM

A film about preparing for your dream, making decisions, staying true to yourself, and never giving up!! You will be surprised what happens for Claire in this inspiring short film.

<http://www.youtube.com/watch?v=0hZ6hB5k0j4>



Recently, The Rudy Foundation has teamed up with Erik Ball (Director, Writer, Producer, Teacher, Actor) to bring you an exciting production called, **MASTER OF THE HOUSE – The Rudy Foundation Performing Arts Scholarship Showcase**. This event showcases musical theater productions performed by local High Schools and Theatre Groups all competing to earn scholarship funds for their performing arts program. Each performance is adjudicated by a panel of professional judges based on a performance –rubric. The top three groups will receive **SCHOLARSHIPS** from the Rudy Foundation, with the greatest honor of **MASTER OF THE HOUSE** going to the school who earns the highest score. It's fast paced musical theatre with a competitive edge and a strong focus on the ensemble performance. Our plan is to expand this program to include dance team scholarships and scholarships for solo artists.

EXTRA POINTS

ONE INCREDIBLE NIGHT

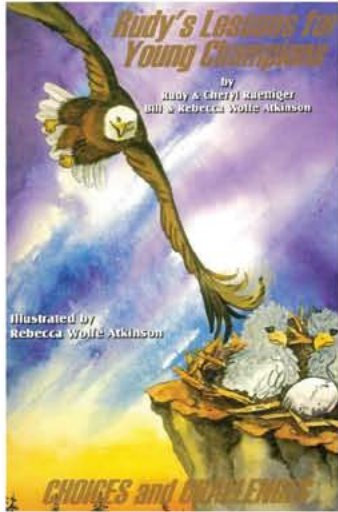
High School theatre groups come together under one roof to perform and compete for scholarship money to be awarded to their school's theatre program with their community cheering them on!

<http://www.youtube.com/watch?v=e9CxxhfHdcY>



The RUDY FOUNDATION created **MUSICAL FUSION FUDRAISERS (MFF)**. Presented by the Rudy Foundation, MFF will offer several shows each year featuring various artists performing a fusion of music from different genres including Broadway show tunes, pop, rock, jazz and blues all tied together with a common theme to tell a story and raise funds for the performing arts.

RUDY FOUNDATION



RUDY'S LESSONS FOR YOUNG CHAMPIONS

Rudy's Lessons for Young Champions was written to inspire elementary through middle school children as well as their parents, teachers & leaders. These messages & lessons will encourage children to seek out the right information from mentors who will help them eliminate fear & confusion, use anger in a positive way, teach them to learn from their challenges and never quit on their dreams. It was written to build communication within the family and bring families closer together. The positive messages & lessons will help children develop belief in themselves and give them the courage to avoid negative influences and peer pressures. Choices and Challenges will help children overcome obstacles, make the right choices & live their dreams.

This story is about a YOUNG EAGLE named RUDY. As a baby in his nest Rudy is inspired to become a great Wind Dancer. But one day he falls out of his nest, hurts his wing and gets caught up with the CROWS. The crows aren't big Dreamers and try to steal Rudy's Dream. The crow's influence holds Rudy back. Rudy begins to question himself and his Dream. He tries to fit in with the crows and be like them to be accepted. He wants to belong.

Rudy becomes confused. He starts to feel like he could be a Wind Dancer, but he is not around the RIGHT MENTORS to help him to become that Wind Dancer. Only with the right information will Rudy develop confidence and belief in himself and his Dream. One day Rudy meets YUPPER, a wise old groundhog. Yupper discovers that Rudy is not a crow and could, possibly, be an eagle. Yupper begins to understand what Rudy is going through and influences Rudy in a positive way by teaching him the "YES I CAN" attitude. But, that is not enough...

At the advice of his new friend, Yupper, Rudy leaves the crows to discover his true potential. While in the woods all alone and scared one night Rudy encounters, BONES, the vulture. The Bones Character preys on fear. He finds joy and song in weak, defenseless creatures with no self confidence. That night Rudy was a prime suspect. Bones may have attacked Rudy that night if not for the interruption of a spiky little porcupine named NEEDLES!

Needles could relate to Rudy's loneliness. He too felt unaccepted and lonely. Needles had a great desire to be loved - but could get no hugs - because to hug Needles was painful!

Acting like a crow, but still having a desire to find out more about himself, Rudy flutters through the forest staying within the boundaries of the tree line. Rudy's blinded by an intense fog and mist rising from the meadow and is almost stomped to death by a herd of elk during "The Rutting Season". In the mist Rudy meets, BELLOWES, the elk. Rudy noticed a brace on Bellows' leg and felt compelled to share his Dream. Bellows, too, had a Dream and encouraged Rudy. After becoming fast friends in their journey to live their Dreams, Bellows placed "The Medallion of Courage" around Rudy's neck as a symbol of what they were yet to achieve. Rudy was inspired.

Upon his death, Bellows whispered to Rudy, "Never let your Dream die, Rudy. NEVER, NEVER QUIT!" Rudy had no choice but to pursue his Dream. He had to live his Dream not only for himself but to inspire others to live their Dreams. After all, the name Rudy means "To Inspire". RUDY NEEDS TO FOCUS ON HIS DREAM. He has been encouraged by all his new friends and mentors. Now Rudy needs to prepare. The GOLDEN EAGLE tells Rudy what he needs to do. He tells him to prepare and never quit and the time will come when he will have the courage, faith, wisdom and knowledge to make his Dreams come true. Once again inspired, Rudy knew what he had to do!

Rudy begins to practice and practice. He tries and fails. He struggles. He works hard every day. He falls. He gets back up and tries again. He flies. HE FALLS AGAIN. HE GETS BACK UP AND TRIES AGAIN. Rudy will struggle and struggle but he will Never Quit. Throughout the story Rudy is confronted with struggle and fear; and with fear comes BONES! Only belief, self confidence and courage could conquer Bones.

The lessons Rudy learns on his journey help him to make the right choices. Rudy made the choice to be around mentors who inspire and encourage him and to stay away from those who discourage him. WHEN RUDY BEGAN TO RECEIVE THE RIGHT INFORMATION HE HAD THE COURAGE, FAITH AND WISDOM TO PURSUE HIS DREAM.

Rudy's Lesson's for Young Champions: Choices and Challenges will inspire children to make the right choices and live their Dreams.

RUDY'S LESSONS FOR YOUNG CHAMPIONS

SETTING GOALS AND STAYING ON TRACK TO REACH YOUR DREAMS

The following principles are Rudy's Lessons developed through his own experiences on the journey to reach his Dream. Use them to help you set goals, overcome obstacles and stay on track to reach your Dreams.

1. Develop Your Dream and Set Realistic Goals

2. Get Advice and Good Information from Mentors who Believe in Your Dream

3. Listen to Good Positive Music, Read Positive Books, and Watch Positive Movies

4. Hang Out with Friends that Encourage You, Not Friends that Put You Down

5. Always Be a Good Example for Others

6. Inspire Others to Be Their Best

7. Believe in Yourself and Take Action

8. Prepare for Your Dream, Focus, and Achieve Your Goals Step by Step

9. Use Anger in a Positive Way to Help You Overcome Your Struggles and Do Something Good

10. Develop Courage, Faith, and Wisdom and Go For Your Dream

11. Have a Yes I Can Attitude

12. Never Quit!

The background of the poster is a dark red gradient. It is decorated with numerous white, multi-pointed stars of varying sizes, some of which have a soft glow. In the lower half, there are faint, larger, dark-colored stars. The text is centered and uses a bold, serif font.

RUDY

AWARDS

COMING SOON

The Rudy Foundation continues to grow and expand. We are excited to highlight a RUDY AWARD winner each year that exemplifies the qualities of Character, Courage, Contribution, and Commitment! The selected winner will receive a scholarship that may be used for education, sports, or performing arts. Each Rudy Award Winner will be highlighted on all of our social media pages, newsletters, and website. Details to participate will be coming soon on our website at www.RUDY45.com

MORE FUN WITH

Rudy

EXTRA POINTS

RUDY'S INSIGHTS

Rudy explains how these insights were developed based on his own real life experiences using messages from his own live presentations.

<https://soundcloud.com/cherylruettiger/rudysrul>



EXTRA POINTS

THE BEST OF RUDY - PART ONE

Upbeat music combined with sound bytes from Rudy's live presentations. This series will inspire you to live your dreams and never give up!

<https://soundcloud.com/cherylruettiger/bestofr1>



EXTRA POINTS

THE BEST OF RUDY - PART TWO

Upbeat music combined with sound bytes from Rudy's live presentations. This series will inspire you to live your dreams and never give up!

<https://soundcloud.com/cherylruettiger/bestofr2>



EXTRA POINTS

HEISMAN HOUSE

Former NFL star Tim Brown reminisces about his days at Notre Dame.

<http://www.youtube.com/watch?v=egd1mCiGhiE&feature=youtu.be>



EXTRA POINTS

SLOW CLAP

Only the greatest accomplishments get the slow clap. Sean Astin guest stars in this commercial which aired during the Super Bowl in 2014.

<http://www.youtube.com/watch?v=j6QaTH5zVJU&feature=youtu.be>



EXTRA POINTS

KOBE MEETS RUDY

"That movie changed my life."

Kobe Bryant meets the real Rudy.

<http://espn.go.com/espn/page2/index?id=6354770>





RUDY

20TH ANNIVERSARY
CELEBRATION

1993 • LAS VEGAS • 2013



EXTRA POINTS

20 YEARS

Relive iconic movie moments, behind the scenes photos and more in this special presentation.

<http://youtu.be/tofmkcEvYpg>



EXTRA POINTS

RED CARPET INTERVIEWS

Hear thoughts and stories from the guests of honor on the Rudy 20th Anniversary Celebration red carpet!

http://youtu.be/K94Ay_IDiZU



INTRODUCING

TEAM 100

The first 100 businesses to donate \$1000 or more to the Rudy Foundation will become a member of the TEAM 100 Club. Each donation will go directly to a scholarship for education, sports, or the performing arts. Each Team 100 member will receive special Rudy Foundation privileges, tickets to all of our events, special product discounts, and will be a part of our media campaign for the entire year!

Make a five-year commitment and receive a custom sponsor benefit package.

TOGETHER WE MAKE A HUGE POSITIVE IMPACT!

Contact CherylRuettiger@me.com or (702) 501-7483
to become an exclusive 2014 TEAM 100 CLUB MEMBER today!



RUDY FOUNDATION

SUPPORTING COMMUNITIES IN EDUCATION, SPORTS, AND THE PERFORMING ARTS

Rudy Foundation is a 501(c)(3) nonprofit organization dedicated to strengthening communities by bringing people together, providing scholarship opportunities in the areas of education, sports, and the performing arts, and making a positive impact on the lives of others.

For more information, visit facebook.com/RudyFoundation