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Personal Video Calls with Steelers Legends Highlights Online Charity Auction

Hines Ward, Ryan Shazier headline event with proceeds going to Greater Pittsburgh Community Food Bank

Pittsburgh, PA (April 7, 2020) - In the midst of a historic pandemic, one Pittsburgh-based small business is reinventing itself to stay afloat while looking to help one of the most critically important charities in the Steel City.

On Wednesday, April 8th Total Sports Enterprises, a local sports memorabilia company, will kick off an online auction with items for bid including personal video calls with Pittsburgh Steelers legends to benefit Greater Pittsburgh Community Food Bank.

Fans can bid on video calls with Super Bowl XL MVP Hines Ward, four-time Super Bowl champion Rocky Bleier as well as Steelers great, Ryan Shazier and current Steeler Joe Haden. In addition to the video calls, there will also be 30 other sports and celebrity memorabilia items with 100 percent of the final bid amounts being donated.

“As a small-business owner who depends on fans and the enthusiasm that is generated by the sports world, we are probably going through the roughest stretch in our company’s history,” said Total Sports Enterprises President Peter Ausiello. “But I also know that there are a lot of people in Pittsburgh who need help and I hope the partnerships that we have with athletes can maybe make a small difference.”

The online auction, which can be accessed via www.tseshop.com, will start at 9:00 a.m. EST on Wednesday April 8th and go through 8:00 p.m. EST Sunday, April 12th. All the winning bids that require shipping will be handled with strict compliance to all CDC regulations, according to Ausiello.

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“The Food Bank is extremely grateful for this support from Total Sports Enterprises and the athletes who are participating in this auction,” said President and CEO of Greater Pittsburgh Community Food Bank, Lisa Scales. “Sports have been the heartbeat of Pittsburgh for many years, and during these difficult times, we appreciate the support of the sports community.”

“With the NFL draft coming up, we are hoping to see a renewed excitement from Steelers fans and we are hopeful that fans visiting our site will be able to help out a worthy cause while also taking home some authentic memorabilia – or perhaps even bringing one of their favorite players into their home, virtually of course,” said Ausiello.

Total Sports Enterprises is based in Pittsburgh, PA and currently employs 22 people. And while a lot of its business is online, it also depends a lot on in person silent auction events and athlete appearances across the country which have all been cancelled due to the coronavirus pandemic.

“I’ll be honest; I’m worried about my employees and their families. But I’m also hopeful. I think this online auction can benefit a lot of people who are struggling in the Pittsburgh community,” said Ausiello.

About Greater Pittsburgh Community Food Bank:

Greater Pittsburgh Community Food Bank is a nonprofit organization that distributes more than 35.5 million meals annually across 11 counties in southwestern Pennsylvania through a network of 365 agencies, partners, and programs. The Food Bank was founded in 1980 and is a member of Feeding America, the leading domestic hunger-relief charity in the U.S. For more information on hunger in our region or how to get involved, visit pittsburghfoodbank.org.

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