



PRESS RELEASE

FOR IMMEDIATE RELEASE

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WWE Superstar Titus O'Neil Named National Spokesperson for AMIkids

Thaddeus Bullard's personal story of overcoming childhood poverty and adversity fuels his advocacy for youth nationwide

[Tampa, FL, April 9, 2026] – AMIkids today announced that Thaddeus Bullard, internationally recognized philanthropist, community leader, and former Arena Football League player turned WWE Legend and WWE Hall of Famer, known as Titus O'Neil, will serve as the organization's new national spokesperson.

Bullard's personal story and lifelong commitment to uplifting underserved youth make him a powerful advocate for AMIkids' mission to help young people reach their full potential. Born into extreme hardship, Bullard grew up facing poverty, housing instability, and significant adversity. His mother had him at a young age, and throughout his childhood the family often struggled to find stable housing and consistent meals.

Despite these challenges, mentors, teachers, and community members saw promise in him and invested in his future. That investment changed the trajectory of his life.

Bullard went on to become the number one high school football recruit in the nation, graduate from the University of Florida with two degrees while serving as student body vice president and play in the AFL. Today, he is widely known as former WWE Superstar Titus O'Neil and as a dedicated humanitarian.

Through his nonprofit, the Bullard Family Foundation, Bullard works to uplift children, families, and underserved communities through education initiatives, youth mentoring, and community outreach programs.

As national spokesperson, Bullard will help elevate awareness of AMIkids' work serving youth who have faced significant challenges and are seeking a path toward a brighter future.

"AMIkids believes in young people who too often feel overlooked or misunderstood," said Bullard. "I know what it feels like to be counted out. But when someone takes the time to believe in you and invest



in your future, it can change everything. That's why I'm honored to partner with AMIkids and help shine a light on the incredible work they are doing across the country."

For more than 55 years, AMIkids has helped youth develop the confidence, skills, and support systems needed to succeed in school, work, and life. Through mentoring, education, behavioral support, and workforce development, AMIkids programs help young people overcome obstacles and discover their potential.

"Thaddeus embodies the message we want every young person in our programs to hear," said AMIkids CEO & President Mike Thornton. "Your circumstances do not define your future. With the right support and belief, extraordinary things are possible."

As national spokesperson, Bullard will work alongside AMIkids leaders to help raise awareness of the organization's programs, highlight youth success stories, and inspire communities across the country to invest in the next generation.

To learn more about AMIkids and its programs, visit www.amikids.org.

Media Pitch Email

Subject: WWE Superstar Titus O'Neil Named National Spokesperson for AMIkids

Hi [Reporter Name],

I wanted to share a story opportunity that may be of interest to you.

Thaddeus Bullard – widely known as WWE Superstar Titus O'Neil – has been named the new national spokesperson for AMIkids, a nonprofit serving youth who have faced significant life challenges.

Bullard's advocacy is deeply personal. Born into extreme hardship and raised in poverty, he credits mentors and community support for helping change the trajectory of his life. Today he is using his platform to help shine a national spotlight on programs that give young people a second chance.

We would be happy to arrange an interview with Bullard to discuss his personal story, his work through the Bullard Family Foundation, and why he is partnering with AMIkids to support youth across the country.

Please let me know if you'd like additional information or to schedule an interview.

Sincerely,
Roxane Wergin