



## **FOR IMMEDIATE RELEASE**

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# **PATRIOTS PRESENT PATRIOTS DIFFERENCE MAKER OF THE WEEK AWARD TO DAWN TATRO FROM JOHNSON, VT**

## ***PATRIOTS FOUNDATION DONATING \$5,000 TO JENNA'S PROMISE***

**FOXBOROUGH, Mass.** – Throughout the 2023 season, the Kraft family, the New England Patriots Foundation and Gillette recognized 17 local volunteers with the "Patriots Difference Maker of the Week Award." The honorees were celebrated for going above and beyond to support nonprofit organizations in our New England communities.

As part of this recognition, the foundation will present a \$5,000 donation to the nonprofit organization represented by each honoree. The Patriots Difference Makers received a pair of tickets to attend the Patriots final regular season home game on Jan. 7 against the New York Jets and participated in a pregame ceremony.

"The volunteers we are honoring today represent the very best of New England and we appreciate the positive impact they have made in each of their communities throughout the region," **said Chairman and CEO of the Kraft Group and the New England Patriots, Robert Kraft.** "Celebrating volunteerism and giving back to the community have always been, and will always be, of the utmost importance to our family. We are proud that these volunteers and the good work they do will serve as excellent examples and inspiration for others to serve their own communities and to give back to our region."

Dawn Tatro, from Johnson, VT was selected as a 2023 Patriots Difference Maker of the Week for her commitment to Jenna's Promise. As part of this recognition, the Kraft family, the New England Patriots Foundation and Gillette will be making a \$5,000 donation to support the nonprofit.

Jenna's Promise is creating a paradigm shifting model for caring for individuals with substance use disorders, mental health challenges, and complex traumas. Some of the people they serve have multiple diagnoses, and some are survivors of human trafficking, incarceration, and other major barriers. Jenna's Promise, which serves Vermonters throughout the state, is comprised currently of a community and recovery center, Jenna's House, three recovery residences housing seventeen women, and several social enterprises that help reintegrate people into the workforce and community, teach job skills, and help them being more stable financially and otherwise.

Dawn is a founder of Jenna's Promise and the mother of the namesake, Jenna Rae Tatro, who died of an opioid overdose on February 15, 2019. In the immediate aftermath of Jenna's passing, her family created Jenna's Promise and from the start Dawn has worked to build the organization entirely without compensation and despite also having another job.

"It is an honor to be chosen as a difference maker by the Kraft family and the New England Patriots Foundation for the work my family and I and our team at Jenna's Promise are doing in memory of my daughter Jenna, who was one of far too many taken from us by the opioid epidemic," said Dawn. "I am thankful to be recognized and to be able to share Jenna's legacy and the mission and impact of Jenna's

Promise with Patriots fans from around the region and the country. I do this difficult work in hopes of helping to save lives, to prevent other families from experiencing what ours has, to reduce stigma, and to show others that there is hope and promise for people affected by substance use disorders."

She and her husband Greg have contributed well over \$1 million of their own money to the organization and helping people. Dawn's greatest contribution has been directly working with individuals struggling with substance use disorders and their families. She not only serves as a recovery coach but also founded a family support group to serve parents and other family members. She has helped hundreds of people get into treatment for their addictions and other forms of help. She has directly contributed to saving dozens if not hundreds of lives.

The Patriots Difference Maker of the Week Award is part of the foundation's Celebrate Volunteerism initiative, designed to educate fans about the need for volunteering, highlight deserving volunteers from across the region and inspire Patriots fans to become lifelong volunteers.

"We are thrilled to stand alongside the Kraft family and the New England Patriots Foundation to honor this year's exceptional Patriots Difference Makers," said **Kara Buckley**, Vice President of Communications and Community Affairs at P&G Gillette. "This community has been home to Gillette for well over a century and it is undoubtedly stronger and brighter because these 17 individuals have dedicated their lives to helping others. We thank them for their work and for serving as a true inspiration to those around them."

This marks the 13<sup>th</sup> season of that the Patriots Difference Maker of the Week Award has been presented to volunteers from across New England. Since its inception, more than 200 individuals have received this award and over \$990,000 has been donated to local nonprofit organizations.

To learn more about the program, visit [www.patriots.com/community](http://www.patriots.com/community).



***Photo caption:***

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**2023 Patriots Difference Makers of the Week:**

| <b>Name</b>     | <b>Hometown</b>      | <b>Nonprofit</b>                      | <b>Location</b>    |
|-----------------|----------------------|---------------------------------------|--------------------|
| Macey Russell   | Boston, Mass.        | Boys & Girls Clubs of Metro South     | Brockton, Mass.    |
| Judith Locke    | Framingham, Mass.    | Dignity Matters                       | Wayland, Mass.     |
| Kashawn Sanders | Springfield, Mass.   | Follow My Steps Foundation            | Springfield, Mass. |
| Carole Kenney   | East Falmouth, Mass. | Joe Q Veteran Coffee Break, Inc.      | Falmouth, Mass.    |
| Tina Guenette   | Burrillville, R.I.   | RAMP (Real Access Motivates Progress) | Burrillville, R.I. |
| Roger Franklin  | Putnam, Conn.        | Day Kimball Healthcare Foundation     | Putnam, Conn.      |
| Josh King       | East Greenwich, R.I. | Friends Way                           | Warwick, R.I.      |
| Saige Merwin    | Haddam, Conn.        | Elbowbumpkid Inc.                     | Haddam, Conn.      |
| Shannon Blake   | Shelburne, VT        | WARRIORS SOAR                         | Shelburne, VT      |

Joe Montminy  
Charlie Austin  
Matthew Reid  
John Hand  
Dawn Tatro  
Richard Lappin  
Kirk Hamel  
Linda Hall

Plymouth, Mass.  
Brunswick, Maine  
Cheshire, Conn.  
Cambridge, Mass.  
Johnson, VT  
Dedham, Mass.  
Hope Valley, R.I.  
Salem, Mass.

Alzheimer's Association MA/NH  
Special Olympics Maine  
Camp No Limits  
De Novo Center for Justice and Healing  
Jenna's Promise  
Providence Promise  
Girls on the Run Rhode Island  
Parkinson's Fitness

Waltham, Mass.  
South Portland, Maine  
Wales, Maine  
Cambridge, Mass.  
Johnson, VT  
Providence, R.I.  
Central Falls, R.I.  
Salem, Mass.

**--PATRIOTS--**