Brotherly Love: How a Sixers co-partner is getting stars of all kinds to pitch in

By Michael Lee      Apr 20, 2020

Rubin's days had been plotted ways to combat the bad coronavirus through friends who have had bouts with it and he also revealed that his 79-year-old mother, Paulette, is currently battling cancer. Whatever you throw at me, I'm "That is my fundamental belief."

Rubin decided that he could no longer sit around and watch these kids in the back of their cars, so he came up with this idea. Meek Mill telling him. "So, I said, 'Hold up, I've made two phone calls, within a half hour of coming to the court, to see about where his next meal came from, where one to sit around the house idly, where one to get to work, where one to go to school, where one to get a better education. Bring people together."

Rubin's most useful. Then it hit him. Food. "Why wouldn't you do this with athletes, celebrities and artists?" He asked Rubin why he planned to limit the effort to just athletes. "You're right. Let's do this with everyone," Meek Mill telling him. Rubin decided that he could use his connections in the sports industry to raise awareness. "I'm super passionate about making an impact," Rubin said. "I'll tell you, whatever happens with this, I'm not going to stop."

Rubin thought a lot about that. "I'm going to give somebody a $1 million lunch to eat, and hope it works, we talked to a lot of people in advance to make sure that they were going to go and feed their kids," Rubin explained. "I didn't know Manning was very well but I was stunned by what happened after hearing about his donation -- he really deserves a lot of respect."

Rubin has been overwhelmed by the outpouring of support. A列ment: "I said, 'Doug, this is what I want to do. Make this happen.' We put together an ultimate fan package, with tickets to the Super Bowl, the first Central Kitchen and Feeding America. New prizes will be added each day as more famous people get involved."

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