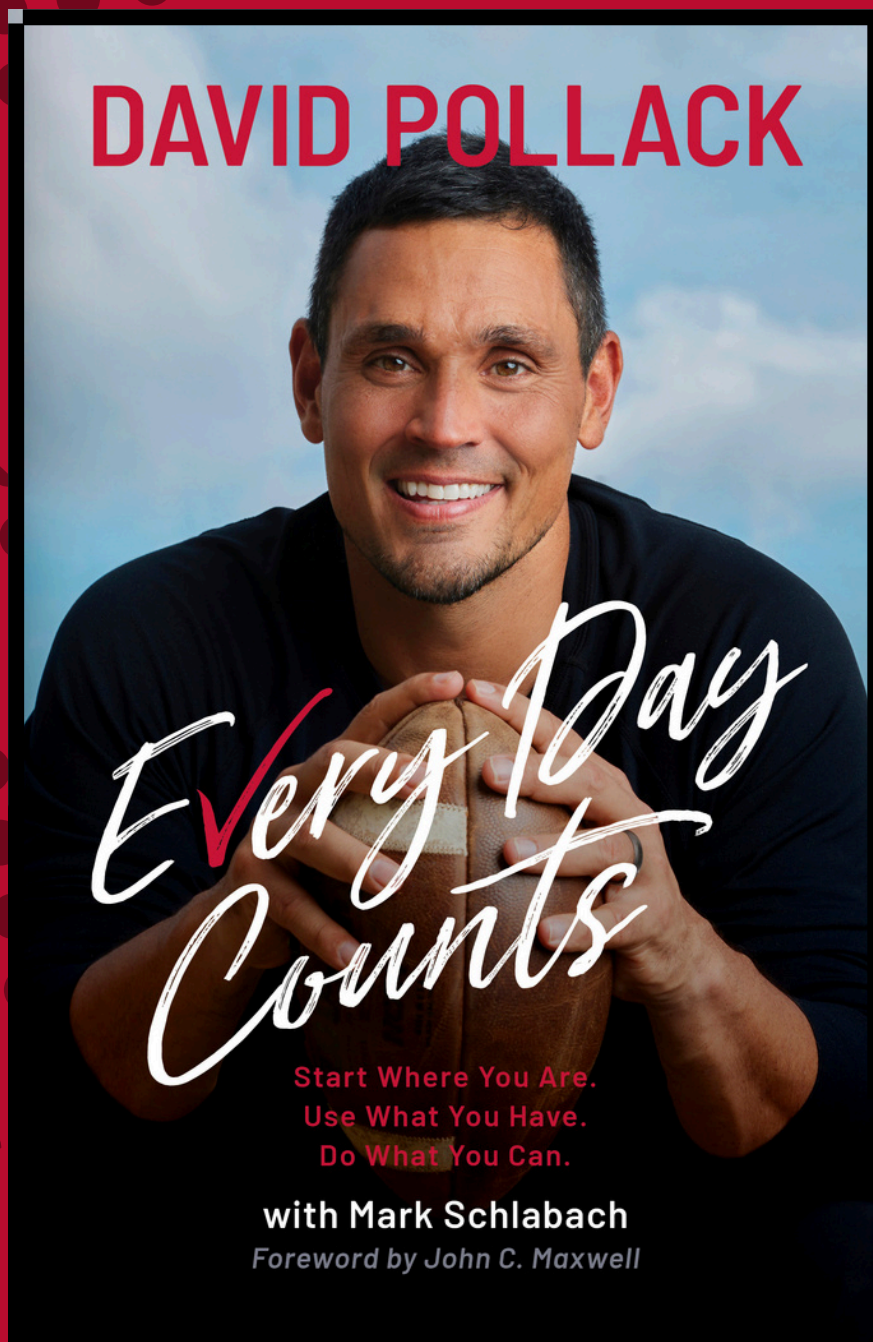


Every Day Counts

Press Kit



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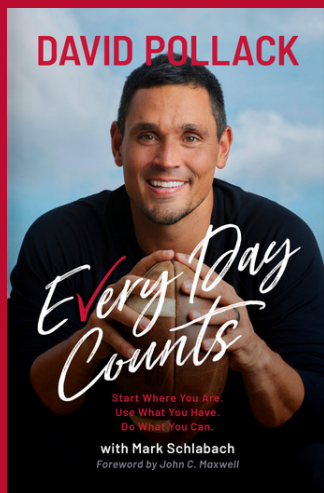
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David Pollack's New Book Shares How Hope in God Helped Him Tackle Life's Biggest Challenges and Make the Most of Every Day

Former NFL player and ESPN analyst reveals the impact his faith and football journey had on maximizing his life in 'Every Day Counts'



Every Day Counts by David Pollack

B&H Publishing Group
April 7, 2026

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College Football Hall of Famer David Pollack knows just how quickly life can change and that each day is a blessing from the Lord that should not be wasted. Inspired by his experiences on the field, Pollack shares about his reliance on God to overcome challenges, chase greatness and make today count in his forthcoming book [*Every Day Counts: Start Where You Are. Use What You Have. Do What You Can.*](#) (April 7, 2026, B&H Publishing Group).

From a very early age, Pollack knew exactly what he wanted to do: play in the National Football League (NFL). Mentors, coaches and family who believed in him helped motivate Pollack to never give up. His dreams finally came true when he was drafted in the first round by the Cincinnati Bengals in 2005. The dream was short-lived, though, as in his second season Pollack suffered a career-ending neck injury. His injury forced him to reevaluate what truly mattered and the way that he responded to life's hardships.

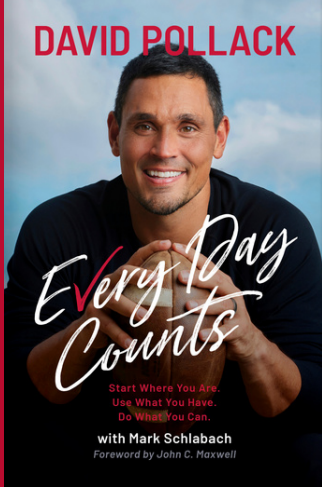
"I remember somebody asking me why God would take playing football away from me," Pollack writes. "I never looked at it like that at all. Instead, I believed if I was never able to return to the field, it's because it wasn't part of my story. I knew He was in control, so I could be excited about what was next—whatever that might be."

As one dream ended, another began when Pollack was offered a job at ESPN. He approached the new opportunity with the same tenacity and drive he did with his football career, getting to travel the country and talk about his favorite sport while working as a *College GameDay* host. But after over 12 years at ESPN, Pollack was met with another devastating setback when he was laid off. He was again faced with a choice to either let it crush him, or to lean on God and persevere.

"When I started this journey to make every day count, I couldn't rely on my identity as an athlete, using my physical body to bring glory to God," said Pollack. "But He used my weak condition to integrate spiritual discipline into my goal setting. Making every day count is more than habits and goals; it's an approach to living for the glory of God as the person He designed you to be."

The principles in *Every Day Counts* have sustained Pollack through the toughest challenges, including when his wife Lindsey was diagnosed with brain cancer. "I didn't have the power to make her better, and so I had to lean into the One that does, the Great Healer," said Pollack. Pollack credits her unwavering positivity and unshakeable faith as foundational in giving him and Lindsey the strength to find purpose in the pain along the journey to Lindsey being tumor-free.

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“It has been an amazing experience for our family to learn that every day is a gift,” said Pollack. “Sometimes we take that gift for granted. Lindsey has taught us to take every day as it comes and to make it count.”

Family and giving back have always been a cornerstone of Pollack’s life. Together, he and his family run The Pollack Family Foundation, providing basic needs and opportunities for those in the Athens and Greater Atlanta area.

Every Day Counts vulnerably shares how Pollack, throughout the highs and lows, never doubted it was all God’s will. His trust in God was a source of comfort and strength during trials and led him to set goals that reflected his top priorities of faith and family. From marriage to parenting to physical health, Pollack emphasizes the need to put God at the forefront of our choices.

With compelling personal stories and practical advice, this motivational guide is more than simply a football memoir or self-help book. It inspires readers to begin anew at any stage in life and is a blueprint for readers to become the best version of themselves, putting their trust in God’s plan.

Every Day Counts releases April 7, 2026, from B&H Publishing Group. For more information, visit davidpollack.com/every-day-counts/.

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About B&H Publishing Group

B&H Publishing Group, an imprint of Lifeway Christian Resources, is a team that believes Every Word Matters®. B&H Publishing Group seeks to provide intentional, biblical content that positively impacts the hearts and minds of people, cultivating lifelong relationships with Jesus Christ. The organization publishes (print and digital) in the trade, church and academic markets, as well as the CSB translation. For more information, visit BHPublishingGroup.com.

About the Author

David Pollack

David Pollack is a follower of Christ, husband and dad of two. He achieved great success as a college football player at the University of Georgia as a three-time All-American and was recognized as the nation's top defensive player in 2004. David's accomplishments were acknowledged when he was inducted into the College Football Hall of Fame.



**Photo Courtesy of Micah Kandros*

After a career-ending injury while playing in the NFL for the Bengals, David transitioned into sports broadcasting, becoming a respected analyst for ESPN. He now resides in Athens, Georgia with his wife and children, and recently launched the *Family Goals Podcast* with a focus on family, sports and more. David also hosts the *See Ball Get Ball Podcast*, providing an honest analysis of the most significant stories, matchups, and moments in the world of college football. He is a highly sought after keynote speaker for corporate audiences and faith-based organizations. His career has been filled with highs and some tough lows, but every step of the way has fueled his drive to inspire others and make every day count.

 [Website](#)

 [Family Goals Podcast](#)

 [Instagram](#)

 [See Ball Get Ball with David Pollack](#)

 [X](#)

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The Pollack Family Foundation

The **Pollack Family Foundation** was founded by former University of Georgia and Cincinnati Bengals football player David Pollack and wife Lindsey, together with their children.



The Pollack Family Foundation empowers families by providing for basic needs and fundamental care as it invests in opportunities to encourage 'Faith. Family. Community.' throughout the Athens, Georgia community and the Greater Atlanta area.



**Photo Courtesy of Kristin Benton*

 [Foundation Website](#)

 [Foundation Instagram](#)

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Thought Leadership Topics

Perseverance and Habits

- How to overcome adversity and embrace a philosophy to never give up
- Becoming the best version of yourself through discipline and goal setting

Football

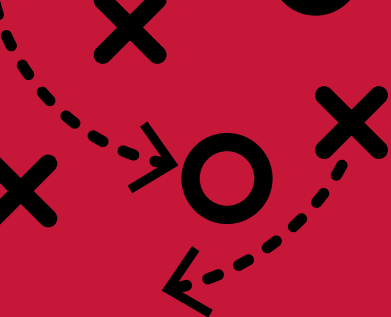
- Lessons David learned throughout his college and professional football career
- Intersection of sports and faith, based on David's experience as a Christian in college and professional athletics

Family & Marriage

- How to keep God at the center of marriage, family and parenting
- Prioritizing loved ones in the face of challenges like cancer and job loss

Suggested Interview Questions for David Pollack

- 🏈 What is the inspiration behind *Every Day Counts*?
- 🏈 Who has had the biggest impact on your faith and drive to overcome adversity?
- 🏈 How did your injury influence the way you approach challenges and obstacles in your life?
- 🏈 You mention several football principles throughout the book that motivated you, including the 50-40-10 rule. Can you explain how some of these principles can be applied to everyday life outside of football?
- 🏈 How has your faith been an integral part of your football and broadcast career?
- 🏈 Where do you see God moving in sports, particularly in football?
- 🏈 Can you share a bit about The Pollack Family Foundation and its initiatives (such as the Banquet of Blessings)?
- 🏈 You talk about your wife Lindsey's brain cancer diagnosis in early 2025 in *Every Day Counts*. How have you navigated that difficult situation and how did that impact both your relationship with you wife and with God?
- 🏈 What do you hope readers take away from *Every Day Counts*?
- 🏈 Where can people go to learn more about *Every Day Counts*?



**Photos Courtesy of Kristin Benton*



THE
Pollack Family
FOUNDATION
faith • family • community

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**Photo Courtesy of Micah Kandros*



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