

**Kroc Center Ty Cobb, Kroc Center Program Director**

As Program Director, Ty Cobb is tasked with coordinating creative programming and activities that will encourage the formation of relationships between the diverse clientele to be served by the Kroc Center. Through these relationships, leaders will have the opportunity to promote understanding and unity throughout the Memphis community and to teach participants about the love of Jesus Christ.

In order to generate and maintain the interests of young people, Cobb created the C.R.O.S.S.FIRE Commandos Comic Book Rescue Team as a theme for ministry events and activities. The rationale behind this theme is to make the events intriguing and exciting: if participants enjoy the experience, they are more likely to return.

Cobb comes to the Kroc Center with extensive experience in the entertainment industry. He has produced live shows that have been performed in more than 400 U.S cities and 72 international cities in 21 countries. He has produced shows for theme parks in Germany, Italy, South Korea, Malaysia and three Sea World locations in the United States. Cobb's entertainment background is of unique benefit to Memphis' Kroc Center.

Cobb, a graduate of the University of Mississippi (where he was elected Mr. Ole Miss), has been married to his wife Becky since 1991, and they have three children.



*Here, Ty jumps over 26 Ole Miss students with the aid of a mini-trampoline at a football game, breaking his old record of 25 students.*



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