



COACH DON MEYER GETS ANOTHER WIN—THIS TIME FOR PERFORMANCE OFF THE COURT

Final Four Weekend: Meyer to Receive John Wooden *Keys to Life* Award at Legends of the Hardwood Breakfast

“Your program must have an overriding purpose... which teaches lessons beyond winning.”

– Coach Don Meyer, Northern State University Men’s Basketball

INDIANAPOLIS, March 23, 2010—One of college basketball’s most successful coaches, Northern State Coach Don Meyer has a winning record both on and off the court. **Saturday, April 3, Meyer will be presented the 2010 John Wooden *Keys to Life* Award** for his exceptional moral character, integrity and faith.

Established by Athletes in Action and the Fellowship of Christian Athletes in 1998, the *Keys to Life Award* honors athletes who model the characteristics of UCLA Men’s Basketball coaching legend John Wooden. Wooden’s legacy reflects the life-long pursuit of a creed his father gave him at age 12, entitled “Keys to Life” (see below).

The award will be presented during the [Legends of the Hardwood Breakfast](#), hosted by Athletes in Action and Fellowship of Christian Athletes, on April 3 at 8:30 a.m. ET at the Indianapolis Convention Center. Established to honor basketball role models who exemplify outstanding leadership, character and integrity, the Legends of the Hardwood Breakfast has become one of the premier events of the NCAA Final Four weekend.

Inside the NBA Host Ernie Johnson will emcee the 2010 event, featuring sports celebrities including former *Keys to Life Award* recipients: former NBA forward **Junior Bridgeman**, USA Basketball Chairman **Jerry Colangelo**, CBS College Basketball Analyst **Clark Kellogg**, and University of Washington men’s basketball head coach **Lorenzo Romar**.

Registration information about the 2010 Legends of the Hardwood Breakfast is available at (800) 416-9473 and www.LegendsBreakfast.net.

MEDIA NOTE: The Legends of the Hardwood Breakfast is open to the media. Credentials available on site or in advance at (770) 813-0000. On-site media contact: Dave Lower (513) 659-9181.

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John Wooden’s Keys to Life:

Make each day your masterpiece ● Help others ● Be true to yourself ● Drink deeply from good books, especially the Bible ● Make friendship a fine art ● Build shelter against a rainy day ● Pray for guidance and give thanks for your blessings every day