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**FINAL FOUR WEEKEND INCLUDES PRESENTATION OF
PRESTIGIOUS JOHN WOODEN *KEYS TO LIFE* AWARD**

**SAT., APRIL 5: Sports Celebrities Join Some 1,500 Basketball Fans
For the Most Popular Faith-Filled Event of Final Four Weekend**

SAN ANTONIO, March 5, 2008—March Madness offers sports fans a chance to experience some thrilling athletic feats, but not all of the action is happening on the court. 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.**

Hosted by Athletes in Action and the Fellowship of Christian Athletes, the 2008 Legends of the Hardwood Breakfast program in San Antonio will feature sports celebrities, including:

- Former NBA star and current ESPN broadcaster **Hubert Davis**
- Phoenix Suns Chairman and CEO **Jerry Colangelo**
- *Inside the NBA* Host **Ernie Johnson** (emcee)
- Interviews with NCAA Men's Basketball Division I Coaches and Players

WHEN: **Saturday, April 5**
8:00 – 10:00 a.m. CST

WHERE: **Hyatt Regency San Antonio**
123 Losoya St., San Antonio, Texas

The 2008 *Keys to Life Award* will be presented during the Legends of the Hardwood Breakfast. Established by Athletes in Action in 1998, the *Keys to Life Award* honors athletes who model the characteristics of UCLA legend John Wooden, including his high level of moral character, integrity and faith, on and off the court. Wooden's legacy reflects the life-long pursuit of a creed his father gave him at age 12, entitled "Keys to Life." The award will be presented this year by Coach Wooden's daughter, Nan Wooden Muehlhausen.

For registration information about the 2008 Legends of the Hardwood Breakfast call (800) 416-9473 or visit www.LegendsBreakfast.net.

The Legends of the Hardwood Breakfast is a part of the Athletes in Action *Sports Legend Series*, which also includes the Super Bowl Breakfast, the All-Star Breakfast (held annually during NBA All-Star weekend) and the Night of Champions dinner. The series is designed to honor athletes and coaches who model exemplary character, values, integrity and faith. For more information about the Athletes in Action *Sports Legend Series* visit www.AIASportsLegendSeries.com.

MEDIA NOTE: The Legends of the Hardwood Breakfast is open to the media. Credentials may be obtained in advance by calling (770) 813-0000.