



FOR IMMEDIATE RELEASE

MARCH 30, 2010

April 3: Sports Celebrities Join Some 1,000 Basketball Fans for the Presentation of Prestigious John Wooden *Keys to Life* Award

“This event is one of the best I have attended, where character is so strongly emphasized.”

- Jerry Colangelo, Chairman and CEO, Phoenix Suns

WHAT: The Legends of the Hardwood Breakfast, held during NCAA Final Four weekend, was established in 1997 to honor basketball role models who exemplify outstanding leadership, character and integrity.

Hosted by creators of the John Wooden *Keys to Life Award*, Athletes in Action and the Fellowship of Christian Athletes, the 2010 Legends of the Hardwood Breakfast program in Indianapolis includes:

- Inside the NBA host **Ernie Johnson** (emcee)
- Former NBA forward **Junior Bridgeman***
- Univ. of Washington men’s basketball head coach **Lorenzo Romar***
- CBS College Basketball Analyst **Clark Kellogg***
- USA Basketball Chairman **Jerry Colangelo***
- Interviews with NCAA Men’s Basketball Division I Coaches and Players

WHEN: Saturday, April 3
8:30 – 10:30 a.m. ET

WHERE: Indianapolis Convention Center
100 South Capitol Avenue

MEDIA: Open to the media. Credentials may be obtained on-site or in advance by calling (770) 813-0000. On-site media contact: Dave Lower (513) 659-9181.

The 2010 *Keys to Life Award* will be presented to Northern State Men’s Basketball **Coach Don Meyer** 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 men's basketball coaching 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](#)."

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

**Former Keys to Life Award winner*

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