

March 31: San Antonio Final Four Celebration Includes Breakfast Event Honoring Exemplary Coach—SAN ANTONIO, March 26, 2018

For the last 21 years, the *Legends of the Hardwood Breakfast* has drawn players, coaches and fans to celebrate basketball role models who exemplify outstanding leadership, character and integrity. The 2018 event in San Antonio will be no exception as Athletes in Action honors University of Tennessee men's basketball Head Coach Rick Barnes, who has produced 24 NBA draft picks and utilizes his talent and influence to positively impact the lives of others.

WHEN:

Saturday, March 31

8:30 a.m. CST

WHERE:

Henry B. Gonzalez Convention Center

900 E. Market Street

San Antonio, TX 78205

Hosted by Athletes in Action during NCAA Final Four weekend, the 2018 Legends of the Hardwood Breakfast in San Antonio will feature:

- ESPN basketball analyst **Adrian Branch** (emcee)
- ESPN sportscaster **Jimmy Dykes** (emcee)
- Interviews with NCAA Men's Basketball Division I Coaches and Players
- Presentation of the 2018 Coach Wooden "Keys to Life" Award

Established in 1998, the Coach Wooden "Keys to Life" award—given this year to Coach Barnes—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 lifelong pursuit of a creed his father gave him at age 12, entitled "[Keys to Life](#)."

Honorary national chairmen of the *Legends of the Hardwood Breakfast* include Phoenix's Jerry Colangelo, managing director of USA Basketball; Mike Ingram, founder and chairman of El Dorado Holdings; and Dick Schultz, former executive director of the NCAA and the U.S. Olympic Committee.

Registration information about the 2018 *Legends of the Hardwood Breakfast* is available at 800.416.9473 and LegendsBreakfast.net.

The event is open to media. Credentials may be obtained on-site or in advance. On-site media contact: [Shelley](#)

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