

April 6: Character, Leadership Celebrated for One of Final Four Weekend's Most Popular Events—MINNEAPOLIS, March 19, 2019

ATHLETES IN ACTION HOSTS 23RD ANNUAL *LEGENDS OF THE HARDWOOD BREAKFAST*

For the 23rd year, the *Legends of the Hardwood Breakfast* will celebrate basketball role models who exemplify outstanding leadership, character and integrity. At the 2019 event in Minneapolis, Athletes in Action is honoring University of Michigan men's basketball **head coach John Beilein**, who has earned a spot in the top 10 for career victories among active Division I head coaches, while maintaining a reputation as the "cleanest coach in college basketball" (CBS Sports survey, 2017).

Established in 1998, the Coach Wooden "Keys to Life" award—given this year to Coach Beilein—honors those 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.

Hosted by Athletes in Action during NCAA Final Four weekend, the 2019 *Legends of the Hardwood Breakfast* in Minneapolis will feature:

- Fox Sports analyst **Chris Broussard** (emcee)
- ESPN sportscaster **Jimmy Dykes** (emcee)
- Minnesota Vikings' **Kirk Cousins**
- Minnesota Timberwolves' **Anthony Tolliver**
- Interviews with NCAA Men's Basketball Division I Coaches and Players
- Presentation of the 2019 Coach Wooden "Keys to Life" Award

WHEN:

Saturday, April 6, 2019

8:30 a.m. CST

WHERE:

Hilton Minneapolis

MN at 1001 Marquette Ave. South

Minneapolis, MN 55403

In addition, Athletes in Action will partner with Managers On A Mission's Clean Out For A Cause® program to donate \$250,000 worth of sports gear to inner-city youth. As part of this first ever "Keys to the Locker Room" event on Thursday, April 4, from 12 – 3 p.m., hundreds of inner city youth will be invited to attend this free event at the Minneapolis Convention Center. The youth in attendance will receive free sports gear, a MATTERbox of healthy meals and nutrition education, the opportunity for pictures and autographs with college and professional celebrities, and a message on "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 2019 Legends of the Hardwood Breakfast is available at 800.416.9473 and **LegendsBreakfast.net**.

The event is open to the media. Credentials may be obtained on-site or in advance. On-site media contact: Matt Dunn, 231.286.9638.