

All-Star Event Celebrates Leadership and Character of Basketball Legends—CHICAGO, Feb. 10, 2020

FEB. 15, CHICAGO: BREAKFAST REDEFINES MEANING OF ALL-STAR

During NBA All-Star Weekend, one event is featuring a special group of all-stars: former NBA players and coaches who are exhibiting exemplary character, leadership and faith. The 15th annual All-Star Breakfast is being hosted by Athletes in Action in partnership with the NBA Retired Players Association. The sold-out [All-Star Breakfast](#) is a fan favorite, providing an opportunity for attendees to rub elbows with more than 60 basketball legends.

The 2020 event will include the presentation of the Jerry Colangelo and Bobby Jones Awards. The Jerry Colangelo Award recognizes someone in *NBA management* who displays excellent character and leadership in all areas of life. The **2020 Jerry Colangelo Award** winner is co-founder and former president/GM of the Dallas Mavericks **Norm Sonju**.

The Bobby Jones Award recognizes a *former NBA player* who lives an exemplary life on the basketball court, in the home and in the community. The **2020 Bobby Jones Award** winner is **Mark Price**, four-time NBA All-Star, two-time NBA three-point Shootout Champion, three-time college All-American and Member of 50-40-90.

"These men have proved that being retired from the NBA doesn't equate to retirement from winning in life." said Mark Householder, president of Athletes in Action. *"Both men continue to make positive contributions to our society, influencing the lives of others for the greater good. We are thrilled to honor their efforts."*

In addition to the award presentations, the event will feature:

- Three-time NBA All-Star, former Chicago Bulls forward **Bob Love**
- Former Chicago Bears running back **Matt Forte**
- Two-time NBA All-Star and Olympic Gold medalist **Allan Houston** (co-emcee)
- Six-time All-American Gymnast **Kim Anthony** (co-emcee)

WHAT:

Athletes in Action All-Star Breakfast and presentation of the Jerry Colangelo and Bobby Jones Awards

WHEN:

Feb. 15, 2020, 9 a.m. EST

WHERE:

Sheraton Grand Hotel
301 E. North Water St.
Chicago, IL 60611

The 2020 All-Star Breakfast is open to media, and interviews will be available. Credentials may be obtained at

the door. On-site media contact: [Dave Lower](#), 513.659.9181.

The All-Star Moms Champion Outreach also takes place during the NBA All-Star Weekend in conjunction with the All-Star Breakfast. The outreach is designed to champion disadvantaged single moms by delivering a rare opportunity for support and encouragement with an exclusive All-Star experience. The aim is to encourage moms to continue strong in the demanding journey of single parenting. All-Star Moms Champion Outreach is a community-focused event of Athletes in Action, in partnership with the NBA Retired Players Association.

The All-Star Breakfast is part of Athletes in Action's series of events designed to honor athletes and coaches who model exemplary character, values, integrity and faith. Other events include the [Super Bowl Breakfast](#) and the [Legends of the Hardwood Breakfast](#) (held annually during Final Four weekend). For more information about Athletes in Action, visit [AthletesinAction.org](#).