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New Sports Museum is Hidden Gem

Carnegie Free Library Beaver Falls Home to Hall of Achievement. Surprising Sports Treasures.

Beaver Falls., PA, July 17, 2012— With the help of NFL stars, some very unique sports artifacts and a storied class of Circle of Achievement honorees, The Larry Bruno Foundation (LBF) will unveil its new Hall of Achievement Sports Museum at the Carnegie Free Library of Beaver Falls in a series of events on August 2-4, 2012.

“You might expect a big city sports museum to have signed helmets, jerseys, and lots of game gear from NFL Pro Bowl players, but you might not expect that in Beaver Falls,” said Ron Main, Chairman of the Larry Bruno Foundation. Continuing, “Working with NFL legends like Joe Namath we plan to unveil some ‘hidden gems’ as our Foundation regularly contributes to a living, growing must-see exhibit for sports fans in Western Pennsylvania and the world.”

Each year, the Larry Bruno Foundation, named for the legendary “Magical Coach” Larry Bruno, who spawned countless area coaches and who coached memorable players including Hall of Fame quarterback Joe Namath, will add to the displays in the Hall of Achievement. Some of this year’s additions include the Pro Football Hall of Fame Historic Hometown Plaque for Joe Namath, and the heaviest (and perhaps the most expensive) sports book ever published to chronicle the first 40 Super Bowls. Available and often playing on screen is the HBO and NFL films special from the Legends and Legacies series: “Namath from Beaver Falls to Broadway.”

Visitors can see a rare Super Bowl XL Opus MVP Edition book, which sells for \$9,995 on Amazon.com, and is a 950 page tribute to the 40 year history of NFL Super Bowls. The book measures over 40 inches by 20 inches when opened, weighs in at nearly 88 pounds (the heaviest sports book ever published) and includes more than 1,400 pictures, many of which have never been seen. This version is one of only 20,000 numbered copies, and is autographed by Joe Namath, Jim Mutchler, and Joe Theismann and has a dedicated page signed by the Super Bowl MVPs. Many of the images from the book will be shown electronically in the library since the actual book can only be page-turned by officials wearing white gloves.

This is the second year for the Circle of Achievement nominees and the 2012 class includes Joe Walton, Frank “Tiger” Walton, Bruno Campese, Frank Chan, Oscar Jackson and the 1970 State Champion Beaver Falls Basketball Team.

After dedication on August 4, 2012, all of the sports gems in the Hall of Achievement can be viewed with no admission cost at the Carnegie Library in Beaver Falls, a city with a population of 8,987 at the 2010 census, The Carnegie Free Library of Beaver Falls was constructed in 1905 via one of five regional endowments from Andrew Carnegie, and is part of the 2,509 such libraries built on Carnegie’s donated funds.

Key Dates:

Please send a reporter and cameraperson to these upcoming Larry Bruno Foundation hosted events:

Key Dates –Continued--

- **Thursday, August 2, 2012.** Time TBA. The Joe Namath Pro Football Hall of Fame Historic Hometown plaque dedication at the Carnegie Library of Beaver Falls, 1301 Seventh Avenue, Beaver Falls, PA 15010. Private media interviews granted with Joe Namath following.
- **Friday, August 3, 2012.** 6PM. Hall of Achievement [Private] Reception at the Beaver Valley Golf Club, 725 6th Avenue, Patterson Heights, Beaver Falls, PA 15010. Media interviews with inductees can be arranged.
- **Saturday, August 4, 2012** 11AM to 3PM. Grand Opening of the Larry Bruno Hall of Achievement at the Carnegie Library of Beaver Falls. Private media tours can be arranged.
- **Saturday, August 4, 2012.** 6PM to 9:30PM. Larry Bruno Foundation Circle of Achievement Honorees Dinner at Shadow Lakes Country Club, 2000 Beaver lakes Blvd., Hopewell, PA 15001. Joe Theismann and many other NFL celebrities expected to attend. Inductees include: Joe Walton, Frank Tiger Walton, Bruno Campese, Frank Chan, Oscar Jackson, 1970 State Champion Beaver Falls Basketball Team. A separate bio sheet on the inductees is available.

About the Larry Bruno Foundation

The Larry Bruno Foundation (LBF) is a 501(c) (3) non-profit corporation created in 2009 to preserve and perpetuate the attributes of its namesake Larry Bruno, the Magical Coach, via programs for the local community. The Foundation has dedicated a Sports Museum at the Carnegie Library of Beaver Falls that is home to the Larry Bruno Hall of Achievement. LBF plans to offer coach clinics and courses based on the lessons taught by the Magical Coach, and currently sponsors scholarships and provides assistance to community members that want, need and deserve recognition and hope. A special focus of the Foundation is in helping those in the community with brain disorders and sports injuries. The Larry Bruno Foundation and its Hall of Achievement plans to become the catalyst and agent for "Unity in the City" and change in attitudes about Beaver Falls.

For more information visit www.themagicalcoach.org.

See next pages 3-4 for 2012 Hall of Achievement Inductees and a Bio on Lawrence F. Bruno

2012 Hall of Achievement Inductees

The following will be inducted into the Larry Bruno Foundation's Circle of Achievement in events occurring August 2-4 at the Beaver County Carnegie Public Library:

Bruno Campese attended Beaver Falls High School and graduated in 1941. He played football for Beaver Falls Junior and Senior High Schools. In addition to football, Bruno also served as class treasurer his senior year. In August of 1944, Bruno was drafted into the United States Army where he served until 1946. In 1946, he enrolled at Geneva College, graduating in 1949 with a B.S. degree in science, history and psychology. While at Geneva, Bruno played football with Larry Bruno. In the early 1950's, Bruno began his prodigious teaching career at Beaver Falls High School. He retired in 1988. While teaching, he served as assistant and head football coach for eight years. Bruno also served a four-year term as Mayor of Beaver Falls in the 1970's.

Frank Chan was the Beaver Falls High School basketball coach for 21 seasons until he retired in 1987. During his career, the Tigers won the state championship in 1970 as well as five WPIAL titles and seven section crowns. Frank was also a talented athlete, lettering nine times in basketball, track and field, and cross-country. He played basketball for Washington & Jefferson College before being called to serve during the Korean War. Frank coached basketball in East Liverpool, OH before beginning his successful career at Beaver Falls.

Oscar Jackson was a member of the 1970 Beaver Falls High School championship basketball team. He led the team with 496 points to win the PIAA championship. It was his shot that defeated Pittsburgh Schenley, led by Maurice Lucas, in the western finals, and it was Oscar who scored 28 points in the state title game against Haverford. In his senior season, Oscar made first team All-State, finishing his career with the Tigers with 1100 points, including a school record 52 in one game. He was the Section 3A MVP for the 1970-1971 season. He also excelled in the classroom as an honor student and class president. Oscar chose Duquesne University where he played basketball for the Dukes through his college career. The Atlanta Hawks drafted him but a hamstring injury the following year would prevent him from playing in the NBA. Oscar went on to pursue a business career as personnel supervisor at Corning Glass Company in Horseheads, NY. As an active member of the community, he provides free basketball clinics to the public.

Frank "Tiger" Walton played football for Beaver Falls High School where he played with the 1928 Tigers when they won their first WPIAL title. Frank earned WPIAL honors in each of his three seasons. While at the University of Pittsburgh, Frank was the starting tackle for three seasons under Jock Sutherland and he played in the first College All Star Game in 1933. Professionally, Frank played with the Boston Redskins, before they moved to Washington D.C. He served as a coach for Beaver Falls High School and Geneva College, as well as for the Redskins from 1944-1946. Frank's son Joe followed in his footsteps at Beaver Falls, the University of Pittsburgh and with the Redskins.

Joe Walton played football for Beaver Falls High School from 1951 to 1953 and lead the team in scoring in 1952. In college, he played at the University of Pittsburgh and set records of 14 touchdown passes in a career and 8 in a season. Walton played eight seasons in the National Football League (NFL). Joe also played professionally for the Washington Redskins 1957 to 1960 and for the New York Giants from 1961 to 1963. From 1969 to 1980, Joe served as an assistant coach for the New York Giants and Washington Redskins. With the Redskins, Joe served as Offensive Coordinator where he coached and mentored Joe Theismann developing a strong mutual friendship which continues today. Joe then served as head coach of the New York Jets for seven seasons from 1983 to 1989. He served as the offensive coordinator of the Pittsburgh Steelers from 1990 to 1991 serving under Coach Chuck Noll. On July 27, 1993, Walton was named the head coach of the newly formed Robert Morris University football team. Walton created the team from scratch and turned the Colonials into an instant powerhouse. His teams won five Northeast Conference championships and two NCAA. In 2005, Robert Morris University opened Joe Walton Stadium, the new home to the RMU Colonials.

2012 Hall of Achievement Winners—continued--

The 1970 Beaver Falls basketball team reflected a toughness that matched the storied history of Western Pennsylvania sports. The skilled players matched the personality of its coach, Frank Chan. When calm was needed the players were cool but when the pressure was on, they were as fiery as could be. Tested frequently by the talented teams in Section 3, the Tigers withstood the likes of Farrell, New Castle, and Sharon. To capture the section crown the Tigers needed a playoff game which came down to a last second, come-from-behind victory over Sharon. This closely fought victory would serve the Tigers well as they battled their way to the WPIAL title defeating a talented Ambridge team. In the march to the PIAA championship, Beaver Falls showed its mettle with a stunning victory over Altoona and a hard-fought victory over a superstar-laden team in Schenley. The easiest game for Beaver Falls came in the PIAA championship game as the Tigers dominated Haverford out of the east. The Tigers featured four seniors and one junior in the starting lineup. Four of the starters went on to have outstanding collegiate careers in basketball while their sixth man played in the minor leagues of MLB. Al Hmiel served as an assistant coach at the University of Cincinnati for seven years with Bob Huggins, and Oscar Jackson was drafted by the Atlanta Hawks of the NBA.

Lawrence F. Bruno Biography

Lawrence F. Bruno Sr. was born in 1922 in East Liverpool, Ohio. In 1940, Bruno graduated from East Liverpool High School where he had been a star on both the football field and basketball court. He served in the military during World War II on Guadalcanal. After returning from the South Pacific, Bruno attended and played football at Geneva College. His jersey is one of only three that have been retired by Geneva.

In 1947, the Pittsburgh Steelers drafted Bruno in the 13th round. However, rather than play for the Steelers, Bruno chose to pursue a career as a coach. Bruno coached at Monaca High School from 1949 until 1959, and at Beaver Falls High School from 1959 to 1978.

In 1960, with Joe Namath as quarterback, Bruno led the Beaver Falls Tigers to a 10-0 record, and they were declared the WPIAL champions. Joe Namath later chose Bruno to present him to the Pro Football Hall of Fame in 1985.

Also an amateur magician, Bruno was nicknamed “The Magical Coach” for the influence that magic had on his unique coaching techniques. Bruno used nine key attributes of successful coaching to teach his techniques to his players. Those nine attributes included planning/organization, management, reverence, honesty/integrity, control/discipline, teamwork, communication, leadership and motivation.

Bruno continued working as an assistant football coach at Geneva College from 1985 to 1994. He died on December 24, 2010. Bruno positively impacted hundreds of players during his time as a coach. Many of Bruno’s former players went on to become coaches themselves.