

Media Contact:

Ron Main, Chairman, Larry Bruno Foundation
412-375-0300 x111 | ronmain@themagicalcoach.org

Alternate Media Contact:

Bruce Downing, Odatto Marketing Group
412-760-4743 | bruce@odatomarketing.com

LARRY BRUNO FOUNDATION HALL OF ACHIEVEMENT BRINGS JOE NAMATH HOME TO CELEBRATE THE LIFELONG ACHIEVEMENTS OF HIS FELLOW ALUMNI

Beaver Falls Legends Participate in Open House. Surprising Sports Treasures the Week of 7.22.13

Media Alert: *With advance notice we can optimize news-capture for reporters/camerapersons the week of 7.22.13*

- **Joe Namath in-person; Possible phone interviews available other times.**
- **Three former Beaver Falls High School QBs at Hall of Achievement Private Reception (Hall inductee interviews can be arranged.)**
Friday, July 26, 2013 7PM. Hall of Achievement [Private] Reception/ Special Invitation Only, Including former Beaver Falls quarterbacks: Judge "Tookie" James (1956), Rich Niedbala (Joe Namath was his understudy in 1959) and Joe Namath (1960).
- **Private Sports Museum media tours arranged at Library and Hall of Achievement Open House.**
Saturday, July 27, 2013 10AM to 11AM. Open House at the Larry Bruno Hall of Achievement at the Carnegie Library of Beaver Falls from 11:00 AM to 2:00 PM
- **Beaver Falls World-Class Celebrities at the Celebration of Honorees Dinner.**
Saturday, July 27, 2013. 6PM to 9:30PM. Larry Bruno Foundation 2013 Circle of Achievement Honorees Dinner at Seven Oaks Country Club, 132 Lisbon Road, Beaver, PA 15009. Inductees include: Bill Blair, George "Tookie" James, Joe Lonnett, Rich Niedbala and Candy Young. A separate bio sheet on the inductees is available.

About the Larry Bruno Foundation Hall of Achievement Sports Museum at Carnegie Library, Beaver Falls

The Larry Bruno Foundation (LBF) will once again showcase its Hall of Achievement Sports Museum at the Carnegie Free Library of Beaver Falls in a series of events on July 26-27, 2013. Some of this year's additions include Joe Lonnett's autographed bat and uniform, along with a tribute to Joe written by Willie Stargell. Always present is the heaviest (and perhaps the most expensive) sports book ever published to chronicle the first 40 Super Bowls, and very special displays featuring NFL game gear and unique artifacts. 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.

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.

--Press Release Version of Info--

New Sports Museum is Hidden Gem

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

Beaver Falls, PA, July 22, 2013— With the help of Joe Namath and this year's Inductees and Honorees, some very unique sports artifacts and a storied class of Circle of Achievement Inductees and Team Honorees, The Larry Bruno Foundation (LBF) will once again showcase its new Hall of Achievement Sports Museum at the Carnegie Free Library of Beaver Falls in a series of events on July 26-27, 2013.

"Coaching is a life-long partnership in achievement between the coach and his or her teams. It's a transferable leadership quality that all teachers and parents should use," 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, while creating a platform for our 'coaching is a partner in achievement message' for families and 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 Joe Lonnett's autographed bat and uniform, along with a tribute to Joe written by Willie Stargell. Always present is 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 the 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 third year for the Circle of Achievement nominees and the 2013 class includes Bill Blair (Geneva Collage Basketball), George "Tookie" James (Judge of Common Pleas), Joe Lonnett (Pittsburgh Pirates Coach), Rich Niedbala (HS Coaching) and Candy Young World Record Holder. The 1977 and 1978 PA State Girls' Gymnastic Team and Coach Lynn Hill Will be honored as a Team.

After dedication on July 27, 2013, 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.

See next pages 3-5 for 2013 Hall of Achievement Inductees and a Bio on Lawrence F. Bruno

2013 Circle of Achievement Inductees:

The following will be inducted into the Larry Bruno Foundation's Circle of Achievement in events occurring July 26-27, at the Beaver County Carnegie Public Library:

Bill Blair-Basketball. Bill was the scoring star for Geneva Basketball teams from 1952 to 1957, when the Golden Tornados played their home games in the Beaver Falls High School Gym. That floor was thoroughly familiar to Bill because he had starred there three years for the Tigers. Bill's Geneva career scoring record of 2052 points stood for 25 years until it was shattered in 1978 by Kevin Cressman, who compiled a Western Pennsylvania scoring record of 2372 points. Comparing the two is difficult because Cressman played 21 more games in his career when the seasons were longer. Because of his consistency, Bill's career scoring average of 20.1 points per game at Geneva still stood (Cressman's career average was 19.3 points per game). Although he stood only 6'-2" during his collegiate playing days, Bill was known for his driving scoop shots as he zoomed past taller players guarding the basket. He earned NAIA All District, All State, and Little All America honors for three years each. He was adept as a playmaker, rebounder, and defensive player as well as a scoring star. After his cage career, Bill has resided in Stratford, NJ, where he was head guidance counselor at Gateway School.

George "Tookie" James—All-Around Athlete/Leader. College recruiters always search for the 'complete package': a player who combines athleticism and intelligence. George (Tookie) James was a recruiter's dream. Graduating sixth of 352 students in his 1955 Beaver Falls High School class, Tookie starred in three sports and earned all-star recognition in each. He was the quarterback in football, a guard in basketball, and a catcher in baseball who was chosen twice to play in the American Legion State All Star game. Although receiving offers from seven major league teams, Tookie accepted a full academic scholarship to Westminster College, where he played football and baseball. He was a three-year starter as a running back and two-year co-captain on the gridiron, playing on two undefeated squads. He smacked a grand slam in his first baseball game and went on to earn four varsity letters for the Titans. After graduating from Westminster, Tookie again declined several professional baseball offers to attend law school at Dickinson School of Law. He had a successful career as a lawyer in Beaver Falls. Since 1998, he has served as a Judge of the Court of Common Pleas of Beaver County.

Joe Lonnett—Coaching. Joe was a confident, enthusiastic, and modest man who considered himself one of the luckiest people in the field of professional sports. He was third base coach and catching coach for the Pittsburgh Pirates, when they were winning world championships. Joe downplayed the key role that his 30 years in baseball played in the Pirates' success. His experience as a professional catcher in both the major and minor leagues paved the way for his assistance in the development of many young prospects. His long experience and keen judgment helped him preside over the battery and running game of the Bucs. The Beaver Falls native began his professional baseball career in 1947 with a Cincinnati Reds farm club and was in the Philadelphia Phillies system from 1948 to 1970 as a minor league player and manager and as a catcher with the Phillies in the 1958-1959 seasons. Joe began his coaching career as a Scout for the Phillies from 1963 to 1970. Joe was an Assistant Coach and Third Base Coach with Manager Chuck Tanner at the Chicago White Sox from 1971 to 1975, Oakland Athletics in 1976 and Pittsburgh Pirates from 1977 to 1984.

Rich Niedbala-Coaching. For the better part of 40 years, Rich Niedbala made a noble mark on Beaver County athletics, most notably as one of the top football coaches in the WPIAL. A three sport star at Beaver Falls High School, Rich capped his scholastic career by being named a Wigwam All American quarterback in 1959. He also won All Star honors for two years in basketball. Rich matriculated at the University of Miami in Florida, but in the spring of his sophomore year a broken leg played havoc with his playing time. He did, however, play backup to All American quarterback George Mira with the Hurricanes. Following graduation, Rich assisted at Beaver for six seasons and was named head coach of the Western Beaver program in 1971. In his 27 years on the job, Western compiled a 172-112-4 record. His Golden Beavers have won WPIAL championships in all three decades he has coached (1976, 1983, and 1994), and he is just one of five coaches in Beaver County history who can

Rich Niedbala--2013 Circle of Achievement Inductees continued--

lay claim to at least three district coaching titles, the others being **Don Yannessa, Joe Hamilton, Pat Tarquinio, and Carl Aschman**. In addition, Rich took four other squads to the WPIAL championship and his 1994 team played for the Class A PIAA state title. The honors have been many for his coaching expertise: Rich was recognized as Section Coach of the Year eight times, was invited to coach in the Big 33 and Penn-Ohio All Star Games, and was named Coach of the Year twice in the Midwestern Conference. Rich has also coached the Golden Beaver baseball team for 20 years and served as the school's athletic director for more than fifteen years.

Candy Young—Track & Field/Olympic Qualifier. Candy became synonymous with the hurdles almost immediately upon entering competition as a high school freshman in 1977. At one time, Candy held two world records. That year, she gained notoriety when she broke the existing junior Olympic record, not once, but twice in the same day. The following year, she took fifth out of a field of 24 world-class hurdlers at Madison Square Garden in New York. She became an international sensation when she broke the 60 meters hurdle record, also at MSG, with a time of 7.5 seconds. Candy was named the nation's Most Outstanding High School Athlete in 1979. A Pennsylvania state champ in her specialty each year she competed, Candy qualified for the 1980 US Olympic team but she and her teammates were unable to compete because of a boycott imposed on the games in Moscow by President Carter. Candy maintained world-class status during her All American career at Farleigh-Dickinson University. In 1982, she and Stephanie Hightower finished in a dead heat in the 60-meter hurdles, both establishing a world indoor mark of 7.38 seconds. In 1984, she capped her collegiate career by winning the NCAA Indoor Hurdles championship. Candy maintained her contact with track and she coached for three years at Farleigh-Dickinson and three years at Seton Hall. On August 12, 2012, Candy became the Director of Athletics at Delaware State University.

2013 Hall of Achievement Awards—Recognition for Teams

(Will be in attendance during July 26, 2013 Joe Namath talk).

1977 and 1978 Beaver Falls High School Girls' PA State and WPIAL Gymnastics Team Champions with Coach Lynn Hill
– Gymnastics, Beaver Falls: At Beaver Falls High School, Teri Turconi helped her team win the first Pennsylvania PIAA Gymnastic Championship in 1977 and two WPIAL and PIAA state titles in 1978 and 1979.

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.