



FORMER SENATOR BILL BRADLEY TO RECEIVE NABC FOUNDATION'S COURT OF HONOR AWARD

KANSAS CITY, Mo. (February 17, 2010) – Former Senator **Bill Bradley**, who combined distinguished careers in basketball, politics and government to become an iconic figure across America, has been selected as the recipient of the 2010 Court of Honor Award from the National Association of Basketball Coaches Foundation.

He will receive the award at the second annual Court of Honor Gala Experience on Monday, May 17, 2010, at The Plaza Hotel in New York.

The Court of Honor Award is presented to an individual who has roots in college basketball, values those roots, and has gone on to distinguish himself in his profession, exhibiting the highest standards of leadership.

"There is no individual more deserving of the Court of Honor Award than Bill Bradley, who has committed himself to the principles of integrity, sportsmanship, leadership, service and education throughout his life," said **Mike Krzyzewski**, president of the NABC Foundation and head basketball coach at Duke University.

Bradley is one of the nation's most outstanding college basketball players ever, earning All-America honors in each of his three varsity seasons and was selected as the national player of the year in 1965. Bradley led Princeton University to the NCAA® Final Four® in 1965, was named the most outstanding player in the NCAA® tournament, and scored a Final Four® record 58 points in a single game. He was the first basketball player to win the James E. Sullivan Award, presented annually to the top amateur athlete in the United States and was a member of the gold medal winning U.S. Olympic team in 1964.

Drafted by the New York Knicks of the National Basketball Association in 1965, Bradley delayed signing to attend Oxford University as a Rhodes Scholar. He eventually signed with the Knicks in 1967 and played professionally for 10 seasons, helping New York win two NBA championships. Bradley was enshrined in the Naismith Memorial Basketball Hall of Fame in 1982.

Bradley represented the state of New Jersey in the U.S. Senate from 1979-1997 and was a Democratic presidential candidate in 2000. The author of six books on American culture, politics and the economy, he also is the host of *American Voices*, a weekly show on Sirius Satellite Radio.

Bradley has been a Senior Advisor and Vice Chairman of the International Council of JP Morgan & Co., Inc.; chief outside advisor to McKinsey & Company's nonprofit practice; and is a Managing Director of Allen & Company, LLC.

The inaugural Court of Honor Gala Experience was held last April in Chicago, where **Jerry Colangelo**, chairman of USA Basketball and the man who assembled the gold medal-winning U.S. Olympic team in 2008, received the Court of Honor Award.

Proceeds from the Court of Honor Gala Experience help fund the NABC Foundation's programs, including the TICKET TO READING REWARDS (TTRR) program, a reading incentive program that encourages middle school students to read books outside the classroom and obtain rewards for reading. TICKET TO READING REWARDS has three primary components: reading rewards, tickets to local college basketball games and a coaching component for middle school coaches to both learn new techniques and to act as mentors for the reading program.

Former Chicago Superintendent of Schools **Arne Duncan** and **John W. Rogers Jr.**, founder and CEO of Ariel Investments, LLC, were instrumental in the launch of the TTRR program in Chicago. The program is now being conducted at more than 150 schools nationwide.

Additional information on the Court of Honor Gala Experience at The Plaza Hotel in New York City on May 17, 2010, is available at www.nabcfoundation.org.

For additional information, contact:

Rick Leddy, NABC

(203-815-2437; email: ricknabc@gmail.com)

The **National Association of Basketball Coaches Foundation, Inc.**, was organized exclusively for charitable and educational purposes, and to support the charitable and education purposes of the National Association of Basketball Coaches ("NABC"), a Kansas non-profit corporation. The NABC Foundation is the founder and chief sponsor of Ticket to Reading Rewards, a national literacy program targeting middle school aged youth. In addition, the Foundation operates the College Basketball Experience (CBE), an experiential facility which also includes the National Collegiate Basketball Hall of Fame. Opened in October, 2007, the CBE is adjacent to the Sprint Center in downtown Kansas City, Mo. For information concerning Ticket to Reading Rewards, go to www.tickettoreadingrewards.org. For information concerning the College Basketball Experience, go to www.collegebasketballexperience.com.

About the National Association of Basketball Coaches (NABC)

Located in Kansas City, Missouri, the NABC was founded in 1927 by Forrest "Phog" Allen, the legendary basketball coach at the University of Kansas. Allen, a student of Dr. James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently claims nearly 5,000 members consisting primarily of university and college men's basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today's student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. Additional information about the NABC, its programs and membership, can be found at www.nabc.org.