



## ALL-STAR WEEKEND: HONORING NBA VETERANS WHO SCORE POINTS FOR CHARACTER

### Athletes in Action's All-Star Breakfast Honors NBA Personalities Who Inspire Others on and off the Court

**DALLAS, Feb. 2, 2010**—There's more to being an "All-Star" than putting a ball through a hoop—and that's why during the 2010 NBA All-Star Weekend in Dallas some NBA veterans will receive recognition for the extra points they score as men of strong character and integrity.

Hosted by international sports ministry Athletes in Action, the annual *All-Star Breakfast* honors NBA personalities who are true role models both on and off the court. The event also gives sports fans the opportunity to hear from professional coaches and players who will share personal and inspiring stories about success, overcoming failure and the importance of faith.

Sports celebrities joining Athletes in Action for the *2010 All-Star Breakfast* include:

- **Charlie Ward**, NBA veteran and Heisman Trophy winner who helped lead the New York Knicks to the NBA Finals in 1999, 2010 Bobby Jones Award recipient
- **Don Carter**, the first owner of the Dallas Mavericks, 2010 Jerry Colangelo Award recipient
- **Avery Johnson**, ESPN basketball analyst for the NBA
- **Del Harris**, NBA veteran coach
- **Norm Sonju**, former Dallas Maverick's president and GM
- **Bobby Jones**, 1983 NBA Champion (Philadelphia 76ers)
- **Jerry Colangelo**, chairman USA Men's Basketball

During the *All-Star Breakfast* Athletes in Action will present the **Jerry Colangelo Award** and the **Bobby Jones Award**—which recognize "All-Star" role models for their contributions on the court, in the workplace, in the home and in the community.

<b>WHAT:</b>	<b>Athletes in Action's All-Star Breakfast</b>
<b>WHEN:</b>	<b>Saturday, Feb. 13 9 a.m. (CST)</b>
<b>WHERE:</b>	<b>Dallas Hyatt Regency, Downtown 300 Reunion Boulevard, Dallas, TX 75207</b>

For ticket information, visit [www.AllStarBreakfast.com](http://www.AllStarBreakfast.com) or call (800) 416-9473.

The *All-Star Breakfast* is a part of the Athletes in Action *Sports Legend Series*, which also includes the Super Bowl Breakfast, the Legends of the Hardwood Breakfast (held annually during Final Four weekend) and the Night of Champions dinner. The series is designed to honor athletes and coaches who model exemplary character, values, integrity and faith. For more information about the Athletes in Action *Sports Legend Series* visit [www.AIASportsLegendSeries.com](http://www.AIASportsLegendSeries.com)