



PRESS RELEASE

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NFL's Bledsoe, Olympians Zamperini and Kusner to be enshrined in World Sports Humanitarian Hall of Fame

11th annual induction ceremonies include awards to Oklahoma Heisman winner Steve Owens, Sacramento Kings and Monarchs, and Iowa's Youth Sports Foundation



NFL Quarterback Drew Bledsoe



Olympian Louis Zamperini



Olympian Kathy Kusner

BOISE, Idaho, May 17, 2005 – Dallas Cowboys quarterback Drew Bledsoe, 1936 Olympic runner Louis Zamperini, and three-time equestrian Olympian Kathy Kusner will be enshrined in the World Sports Humanitarian Hall of Fame (www.sportshumanitarian.com) for their efforts as role models and humanitarians at its 11th annual induction ceremonies June 8 in Boise, Idaho.

The Humanitarian Hall of Fame, located on the Boise State University campus, annually inducts individuals who are world-class in athletic ability, role models in their community and have a strong record of humanitarian efforts. Since President Gerald R. Ford served as its first honorary chairman in 1994 over 30 sports-humanitarians have been enshrined including tennis great Arthur Ashe, major league baseball pioneer Jackie Robinson, NFL coaching legend Tom Landry, the NBA's David Robinson, and soccer great Pelé.

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The inductions are accompanied by an annual humanitarian award program recognizing community role-models from all corners of the athletic world. The 2005 award winners include 1969 Heisman Trophy winner, Steve Owens of the University of Oklahoma, the Sacramento Kings and Monarchs of the NBA and WNBA, Lynn and Sally Stiles of Muscatine, Iowa's Youth Sports Foundation and Bill Crookham of Caldwell, Idaho.

Ceremonies get underway at 6pm, June 8 at Boise's Centre on the Grove. Tickets are \$50 for adults (\$16.50 for youth under 12) and available by contacting the Hall at 208-343-7224.

The 2005 class of humanitarians includes the Cowboys' Bledsoe, a former first round draft pick out of Washington State University, and current number ten career passing yardage leader in the NFL. The father of four is being recognized for his efforts to improve the lives of children most notably as a catalyst for the Parenting with Dignity curriculum developed by his parents, Mac and Barbara. The curriculum, which is estimated to have reached 1.75 million American families, teaches parents how to teach their own family values to their children and how to teach their children to make decisions based on these values. Its message is focused on helping parents and caregivers rethink their approach to discipline, punishment and empowerment.

Two U.S. Olympians, Zamperini and Kusner round-out this year's class. Zamperini, the top American 5,000 meter runner at the 1936 Berlin Olympics who, after his B-24 crashed into the Pacific during World War II, began a two year odyssey that included 47 days adrift in a life raft and interment as a POW, has since spent a lifetime of teaching forgiveness skills to war veterans, youth and others.

Kusner is a three-time Olympian and silver medalist at the 1972 Munich Games, gold and silver medal winner in two Pan American Games appearances, and the first woman to be licensed as a jockey in the U.S. Her South Central Los Angeles "Horses in the Hood" program helped over 450 at-risk youth learn the value of responsibility and discipline through horsemanship.

"The City of Boise is proud to be the home of the World Sports Humanitarian Hall of Fame, the only athletic museum of its kind in the nation," said Boise Mayor David Bieter. "At a time when the sports pages are increasingly dominated by reports of scandal and questionable behavior, our Hall of Fame casts a spotlight on those extraordinary individuals whose physical talent and moral character make them positive role models for kids and adults alike," added Bieter. "I look forward to this year's World Sports Humanitarian Hall of Fame induction ceremony as another opportunity to underscore the oldest rule in sports: 'It's how you play the game that counts'."



“Many of our most recognized athletes make positive impacts in their communities through their humanitarian efforts, yet their acts of selflessness are often not recognized,” said Myron Finkbeiner, founder of the World Sports Humanitarian Hall of Fame. “The Humanitarian Hall of Fame endeavors to showcase our role-model athletes who are humanitarians and preserve their legacy.”

About The World Sports Humanitarian Hall of Fame

The World Sports Humanitarian Hall of Fame (www.sportshumanitarian.com), located on the Boise State University campus in Boise, Idaho, recognizes individuals and organizations from the world of amateur and professional athletics who, through their humanitarian efforts, distinguish themselves as role models in the community. Since 1994 over thirty role models with world-class athletic ability and exceptional humanitarian achievements have been inducted to the World Sports Humanitarian Hall of Fame. Each spring the induction ceremony includes recipients of an annual humanitarian awards program that recognizes community achievement in all corners of the sporting world through its President's Award, Pro Team Community Award, Don Simplot Idaho Humanitarian Award, the Tradition of Excellence Award presented to a Heisman Trophy winner, and the Nell and John Wooden Humanitarian Lifetime Coaching Achievement Award. Each year the Hall of Fame, in partnership with Boise's MPC Computers Bowl, honors a player from each team with its Student Humanitarian Award. The World Sports Humanitarian Hall of Fame is a 501(c)(3) non-profit organization and is open weekdays to visitors and humanitarians of all ages.

- www.SportsHumanitarian.com -

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