



FOR MORE INFORMATION: Patti Thomas/Susan Stoga
847.884.000/312.919.0898

**2010 NATIONAL ARA SPORTSMANSHIP AWARD GOES TO
TEXAS LONGHORN DEFENSIVE END SAM ACHO**

Hook'em Horns' Standout Exemplifies Giving Back on and off Field

GLENVIEW, Ill., and (December 1, 2010) –The eyes of Texas and the rest of the U.S. are smiling on University of Texas Longhorns' defensive end Sam Acho today as he's announced as the 2010 recipient of the ARA Sportsmanship Award, presented by the Awards and Recognition Association (ARA) www.arasportsmanshipaward.com.

"The ARA Sportsmanship Award is the only national award that recognizes an athlete's character as it relates to sportsmanship," said B.J. Bailey, president of the ARA.

The ARA Sportsmanship Award is presented to the NCAA Division I collegiate football player who most exemplifies sportsmanship on and off the field. Acho was selected from 10 finalists representing schools across the country. Previous winners are Kansas State University tight end, Jeron Mastrud (2009); Northwestern University receiver Eric Peterman (2008); Washington State quarterback Alex Brink (2007); Cincinnati Bengals fullback Brian Leonard (2006); and Carolina Panthers running back, DeAngelo Williams (2005).

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“Led by Brigham Young University’s LaVell Edwards with Florida State’s Bobby Bowden and Texas Tech’s Spike Dykes; our blue ribbon panel of retired coaches and sports experts had their work cut out for them with so many outstanding candidates. This is our sixth year and we’re thrilled with the level of talented athletes that live and breathe good sportsmanship,” said Bailey.

“There’s no question that Acho was a standout, even in this extremely deep pool of athletes with a positive approach to the game and life,” said LaVell Edwards, former BYU head coach and ARA selection committee chair. His skills as a defensive end are justly earning him praises, but it was his lead-by-example behavior off the field that caught our attention. He’s an unselfish player and person willing to go above and beyond. It’s our honor to name him the 2010 recipient of the ARA Sportsmanship Award.”

The Dallas native, defensive end and senior is a double major in business (honors program) and marketing; earning academic and athletic accolades. Described by his coaches, fellow players and students as a competitor with class, motivator who’s humble and honest, and leader by example; he’s said to treat everyone with respect and integrity. He has praises and prayers for his team mates and opponents after games, gives credit to those around him and works with new players to carry on traditions.

Off the field Acho’s time and talents include traveling every summer with his brother and team mate Emmanuel, and father to Nigeria on family medical mission trips. He invites teammates along to help and give back. He has also given his time as a member or helping with the following organizations and causes including: UT's community service program; Dell Children's Medical Center; UT's Student Advisory Council; local homeless shelters; elementary and middle schools; Orange Santa program; teaching English; class government; Spanish Honor Society, and many more.

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Acho Awards and Stats

Other awards include: 2010 Allstate AFCA Good Works Team; 2010 Sporting News 20 Smartest Athletes in Sports; 2010 NFF William V. Campbell Trophy semifinalist; 2010 Playboy Preseason All-America Team; 2009 ESPN The Magazine First-Team Academic All-American; 2009 Lott Trophy Semifinalist (nation's top defensive IMPACT player); 2010 Lombardi Award; Lott Trophy; Nagurski Trophy, Outland Trophy and Hendricks Award watch lists member 2010 UT Friar Society Two-time First-Team Academic All-District Two-time First-Team Academic All-Big 12.

Acho played in 42 career games (18 starts) and tallied 105 tackles, 17.5 sacks, 26 TFL, 30 pressures, seven PBD, five forced fumbles and five fumble recoveries. He ranks 34th in the nation in TFL while helping the Texas defense rank second in the nation in total defense (227.8 ypg), sixth in passing defense (128.8 ypg), 20th in rushing defense (99.0 ypg) and tied for 33rd in scoring defense (18.0 ppg).

About the ARA Sportsmanship Award

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To qualify for the award, an athlete must be a starting player or significant contributor on his team; be a senior in good academic standing; demonstrate great respect for competitors, school, teammates and coaches; show an ability to accept victory and defeat graciously; convey a high degree of humility and

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integrity; and demonstrate commitment in the classroom and to the community.

All NCAA Division I schools were eligible to submit nominations for the ARA Sportsmanship Award. The finalists were selected by representatives from ARA; the winner was selected by a blue-ribbon panel comprised of famous retired college coaches, members of the sports media and representatives from other complementary organizations.

The Awards and Recognition Association is the official sponsor of the ARA Sportsmanship Award. ARA is a membership organization of 3,000 companies dedicated to increasing the professionalism of recognition specialists and advancing the awards and engraving industry. The ARA is headquartered in Glenview, Ill. For more information about the award, visit www.arasportsmanshipaward.com. For more information about ARA, visit www.ara.org.

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