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**ARA SPORTSMANSHIP AWARD COMMITTEE ANNOUNCES NEW
PANEL MEMBERS INCLUDING FISHER DEBERRY & TED TOLLNER**

**New Members Join Football Legend Lavell Edwards and Others to
Boost Sportsmanship Nationally**

GLENVIEW, Ill., (July 27, 2011) – The Awards and Recognition Association has expanded the selection committee for its national Sportsmanship Award www.arasportsmanshipaward.com with the appointment of five new members.

Led by former BYU coach LaVell Edwards, the committee selects the annual recipient of the nation's only award recognizing sportsmanship. Joining the panel are:

- retired Air Force Academy coach Fisher DeBerry;
- former University of Southern California coach Ted Tollner;
- Daniel Doyle, Jr., Executive Director, the Institute for International Sport;
- Jim Thompson, Founder and Executive Director of the Positive Coaching Alliance,
- Arizona Cardinals 2011 draftee Sam Acho, the 2010 recipient of the ARA Sportsmanship Award.

The ARA Sportsmanship Award stands out as unique among the various sports awards presented to college athletes. To qualify, an athlete must be a starting player or significant contributor to a Division 1 football team, be 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 integrity, and demonstrate commitment in the classroom and to the community.

“We’ve assembled an inspirational and well-qualified team for choosing sportsmanship standouts for the ARA Sportsmanship Award,” states ARA President Guy Barone, Xenetech USA. “These individuals exemplify the philosophy of our award and represent what we value about team sports and college football in particular. We’re honored to have them on the ARA team.”

ARA’s selection committee, chaired by Edwards, includes former collegiate and professional coaches and others, Spike Dykes (Texas Tech), Don James (Washington), Dick MacPherson (Syracuse), Don Nehlen (West Virginia), Tubby Raymond (Delaware), Gene Stallings (Alabama), Christine Brennan (USA Today), John Humenik, Executive Director, COSIDA; Bernie Kish (Former Executive Director, College Football Hall of Fame), Lisa Klunder (Executive Director, College Football Hall of Fame), Grant Teaff (Executive Director, American Football Coaches Association), Alex Brink (Washington State, 2007 recipient); Eric Peterman (Northwestern, 2008 recipient), and Jeron Mastrud (Kansas State, 2009 recipient).

The Awards and Recognition Association (www.ara.org) is an association of nearly 3,000 member companies dedicated to increasing awareness of the value and significance of awards and recognition programs. The ARA is headquartered in Glenview, Ill. For more information about the award, visit www.arasportsmanshipaward.com.

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