

FOR IMMEDIATE RELEASE

August 3, 2011

CONTACT: Roger Brown, Executive Director, Institutional Advancement (901) 435-1527

Elaine Y. Sanford, Office of Public Relations (901) 292-3943

*LeMoyne-Owen College and the United Negro College Fund
Celebrate the Hank Aaron Celebrity Sports Weekend and the 41st UNCF Black Tie Gala*

MEMPHIS, TN – The United Negro College Fund (UNCF) and LeMoyne-Owen College will host the Hank Aaron Celebrity Sports Weekend and the 41st Annual UNCF Black Tie Gala Reception beginning on Monday, August 15, 2011 and continuing through Saturday, August 20, 2011. The events benefit LeMoyne-Owen College and the 38 other member institutions of the United Negro College Fund (UNCF). “We are once again planning for a successful golf tournament, 5K Run, Celebrity Sports Breakfast and Gala,” said Roger Brown, Executive Director of Institutional Advancement at LeMoyne-Owen College. “The Hank Aaron Celebrity Sports Weekend is presented through the tremendous support that we receive from community and corporate leaders.”

The Memphis Grizzlies are among the corporate leaders who have supported the Hank Aaron event over several years. “*Being involved with the Hank Aaron Celebrity Sports Weekend again this year is a great honor, as it gives me the opportunity to lend a hand to the 38 UNCF-supported colleges across the country, especially LeMoyne-Owen College,*” said Coach Lionel Hollins. “*I want to encourage all Memphians to support this important weekend of activities that helps fund the education for young men and women who might not otherwise have an opportunity to attend college,* he said.”

The weekend features the following:

Monday, August 15, 2011

7:00 a.m., Kick off of the ***Celebrity Golf Tournament*** at the Spring Creek Ranch at 149 Chinquapin Drive in Collierville, TN 38017. The day begins with a Shotgun Start Morning Scrambler and will be followed by an awards luncheon at Noon.

Friday, August 19, 2011

7:00 p.m., News Channel 3 *Sunset 5K Run/Walk.* The 5K Run/Walk begins at the LeMoyne-Owen College campus; journeys through the newly transformed South Memphis Soulsville community, and climaxes with concert on the Brownlee lawn featuring delicious food and entertainment. Registration begins at 4:00 p.m., followed by an aerobic warm-up at 6:15 p.m.

-more-

Saturday, August 20, 2011

9:00 a.m., *the Celebrity Sports Breakfast is hosted by former NBA Player, Elliot Perry.* The Breakfast typically attracts more than six hundred men, women and children from around the Mid-South community. The children enjoy a hearty breakfast and the opportunity to interact with a variety of sports celebrities.

Saturday, August 20, 2011 (continued)

6:00 p.m., The *41st Annual UNCF Black Tie Gala Reception/Silent Auction* features the soulful sounds of The Manhattans. The gala will feature a presentation of the LeMoyne-Owen College Beacon of Hope Award which is given to individuals and/or organizations which have supported the college over the years. The **Silent Auction will begin at 5:00 p.m.** The gala will be held at Minglewood Hall, 1555 Madison Avenue in Memphis, Tennessee **(VIP Parking for the gala will be available on the corner of Madison and Avalon where you will receive chauffeured shuttle service to Minglewood Hall.**

In previous years, the gala has featured such artists as Randy Crawford & Joe Sample, Stephanie Mills, Isaac Hayes, Maya Angelou, Tony Brown, Clifton Davis, Susan Taylor, Patti Austin, Nancy Wilson, Ruby Dee and Ossie Davis, The Four Tops, Roberta Flack, The Stylistics and Peabo Bryson.

The Hank Aaron Celebrity Sports Weekend (HACSW) is named for baseball great Henry Louis "Hank" Aaron who enjoyed a 23-year Major League Baseball career in which he rewrote the game's record book of hits. Aaron holds more Major League batting records than any other player in history, including most home runs (lifetime 755) and most runs batted in (lifetime 2,297). On May 17, 1970, he became the first player to compile both 3,000 career hits and more than 500 home runs. Along with Frank Robinson, Aaron was inducted into the *Baseball Hall of Fame* in Cooperstown, NY, on August 1, 1982. Today, he is the corporate vice president of community relations for Turner Broadcasting System, Incorporated (TBS), and a member of the TBS Board of Directors. In addition, he is senior vice president and assistant to the president of the TBS-owned Atlanta Braves. In this capacity, he has helped to develop the talent of many outstanding players originating out of the team's farm system. He has received numerous awards, which include the *Honorary Eagle Scout* award, the highest honor presented by the Boy Scouts of America. Currently, Aaron sits on the Stone Mountain Park Board of Trustees near Atlanta, Georgia. In addition, he serves on the Sterling Committee at Morehouse College and is the founder of the Hank Aaron Rookie League program.

--###--