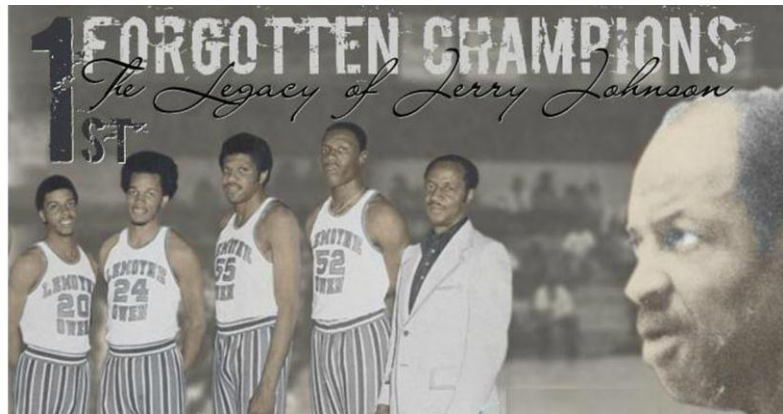


LEMOYNE-OWEN COLLEGE
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FILM DOCUMENTARY PREMIERE • GOLF SCRAMBLE • COACHES CLINIC • SUITS & SNEAKERS BIRTHDAY CELEBRATION • VIDEO TRIBUTES
IN HONOR OF THE LEGENDARY COACH JOHNSON AND THE 150TH ANNIVERSARY OF LEMOYNE-OWEN COLLEGE

FOR IMMEDIATE RELEASE

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LEMOYNE-OWEN COLLEGE ALUMNI TO HOST JCJ SPORTS WEEKEND HONORING LEGENDARY COACH JERRY C. JOHNSON

Coach Jerry C. Johnson is a living legend, amassing more than 800 wins during his 46-year career as head coach of the LeMoyne-Owen College men's basketball team. He has had players to go on to great heights on and off the court. A renaming ceremony kicks off the Jerry C. Johnson Sports Weekend (JCJ Sports Weekend) that will include a celebrity golf scramble, a reception and private showing of the documentary "First Forgotten Champions: The Legacy of Jerry Johnson", a coaches' clinic, and the Suits & Sneakers Birthday Celebration to celebrate Johnson's 94th birthday.

MEMPHIS, Tenn. -- On June 14-16, 2012, the Memphis Alumni Chapter of LeMoyne-Owen College, located at 807 Walker Avenue in Memphis, will host its JCJ Sports Weekend honoring retired Coach Jerry C. Johnson. The only men's basketball coach in Tennessee to win a NCAA National Championship, Coach Johnson served as Athletic Director and Head Basketball Coach at LeMoyne-Owen College from 1959-2005 for a total 1,268 games with 821 wins while mentoring a number of future professional basketball players, doctors, lawyers, politicians, and educators.

To honor his legendary coaching ability and innumerable contributions to the college, officials of the traditionally historical black college will rename the campus' C. Arthur Bruce Hall to the C. Arthur Bruce Hall/Jerry C. Johnson Gymnasium on Thursday, June 14, 10 a.m. at C. Arthur Bruce Hall on the campus of LeMoyne-Owen. Other highlights of the JCJ Sports Weekend include an invitation-only premiere of a film documentary entitled "First Forgotten Champions: The Legacy of Jerry Johnson," the JCJ Celebrity Golf Scramble on Friday, June 15, 8 a.m. at Tunica National Golf Course, a Coaches Clinic on Saturday, June 16, 9 a.m., and the Suits and Sneakers Birthday Celebration: It's A Party – Fun...Food...Games on Saturday, June 16, 7 p.m. Both Saturday events will take place in the newly renamed Jerry C. Johnson Gymnasium. Head Coach Frank Haith of the University of Missouri (Columbia) has been invited to be the featured speaker for the Coaches' Clinic along with several other NCAA coaches.

Memphis Alumni Chapter President Jeffrey T. Higgs said that proceeds from the 2012 JCJ Sports Weekend will kick off the Jerry Johnson Scholarship Endowment Fund. The Coaches Clinic is free. Registration for the Celebrity Golf Scramble is \$125 per player and \$500 for a team of four. Tickets for Suits and Sneakers Birthday Celebration, which will offer dancing, casino tables, sports activities, stadium foods and dessert as well as a 20-minute excerpt from "First Forgotten Champions," are \$100 per person.

Tickets are on sale and individual or group video tributes and birthday wishes are also available and will be played during the birthday celebration. For tickets and other details, call 901-435-1235 or email kristal_coleman1@loc.edu.

The "First Forgotten Champions" movie (<http://firstforgottenchampions.com>) produced by Morreco Coleman of Daydream Studios features former players, such as 1975 MVP Robert Newman, other college alumni, elected officials and community leaders. In addition to Newman, the list of those featured in the movie includes Clinton Jackson, Jerry McNeil, Larry Lewis, and Edison Ezell; Jack Collins, Willie Gregory, Willie Herenton, Travis King, Rickey Means, and Bobby Todd; Memphis Councilman Myron Lowery, State Rep. Joe Towns Jr. (who is also a graduate of LeMoyne-Owen), and U.S. Congressman Steve Cohen; Coaches John Calipari, Josh Pastner, and Verties Sails Jr.; LOC Trustee Board Chairman Robert Lipscomb and College President Johnnie B. Watson as well as Coach Johnson's daughter Wandra Haywood, his son Jerry Johnson Jr., M.D. and others.

The film is a new addition to the JCJ Weekend which was also held in 2010 to celebrate Coach Johnson's birthday and to recognize the 1975 Championship Team who never received their championship rings.

During his 46-year tenure, Coach Johnson led the LeMoyne-Owen Magicians to the 1975 NCAA Division III Championship, five SIAC Championships, five Championship titles in the former Volunteer State Athletic Conference (VSAC) plus many NCAA regional play offs. When inducted into the Tennessee Sports Hall of Fame in 2006, he was ranked first among active NCAA Division II coaches with 821 wins in 46 seasons and is one of the few NCAA men's basketball coaches who have won more than 800 games. Coach Johnson was named VSAC Coach of the Year four consecutive years (1971 through 1974) and SIAC Coach of the Year in 1999, 2000 and 2005. A graduate of Fayetteville State University (N.C.) and Columbia University (N.Y.) who also attended Wiley College, he was inducted to the Fayetteville State Athletic Hall of Fame in 1991 and to the SIAC Basketball Hall of Fame in 1995. He was awarded an honorary doctorate from LeMoyne-Owen in 1999. Born June 20, 1918 in Tulsa, Oklahoma, Coach Johnson retired at the end of his 46th season in 2005.

Members of the 1975 Championship team were Morris Atkins, Terry Gray, Clint Jackson, Larry Lewis, Jerry McNeal, Ricky Means, Robert Newman (MVP), Willie Parr, David Phillips, Michael Richardson, Ernest Ross, and Milton Stephens. Edison Ezell was team manager.

1975 Team Accomplishments:

- Finished the season with a record of 27-5.
- 1975 NCAA Division III National Champions
- 1975 NCAA Region 3 Champions
- 1975 VSAC (Volunteer State Athletic Conference) Champions
- Captured the first NCAA Division III Basketball Championship with a 57-54 win over Glassboro State in the finals held at Albright College
- LeMoyne-Owen College is the only HBCU to win a NCAA Division III National Championship
- One of three HBCU's that has won an NCAA Basketball National Championship any Division (Division 1, 2, or 3)
- Only Men's Basketball Team in Tennessee to win an NCAA Men's Basketball Championship (Division 1, 2, or 3)
- Robert Newman was the MVP of the National Championship Game and made the VSAC All Tournament Team
- Clint Jackson made All Tournament Team for the NCAA Division 3 Championship and made the VSAC All Tournament Team
- Willie Parr made the VSAC All Tournament Team

Coach Johnson's legacy of commitment and achievement extends to the men that he coached and mentored: eight NBA players, six high school or junior high school coaches, seven college coaches, four principals, a city councilman and a city mayor. Another of his players, Davis "Smokey" Gaines, even succeeded him as Athletic Director and Head Basketball Coach at LeMoyne-Owen when he retired in 2005. The current Athletic Director and Head Basketball Coach is William Anderson.

JCJ SPORTS WEEKEND
Memphis Alumni Chapter, LeMoyne-Owen College
807 Walker Avenue, Memphis, TN 38126

June 14-16, 2012

CALENDAR OF EVENTS

Thursday, June 14, 2012

10:00 a.m. -- **Press Conference and Renaming of Gymnasium in honor of Coach Johnson.**
C. Arthur Bruce Hall will become C. Arthur Bruce/Jerry Johnson Hall.

Friday, June 15, 2012

8:00 a.m. -- **JCJ Celebrity Golf Scramble at Tunica National Golf Course**
20 teams of four participated in the 2010 Alumni Golf Tournament. Cost: \$125 per person; \$500 for Team of Four. 8:30am tee time.

6:30 p.m. -- **Reception and Private Showing of "First Forgotten Champions" at Stax Music Academy.** "First Forgotten Champions: The Legacy of Jerry Johnson" chronicles the 46-year coaching career of Coach Johnson with testimonials from the young men whose lives he touched. LeMoyne-Owen College is the first and only team in Tennessee to win an NCAA Championship. Invitation Only.

Saturday, June 16, 2012

9:00 a.m. -- **Coaches' Clinic at LeMoyne-Owen College -- FREE**
Keynote speaker is Coach Frank Haith of the University of Missouri. Others providing tips, strategies and words of wisdom are former NBA standout Damon Stoudamire (assistant coach at the University of Memphis), 5-time NBA All-Star Penny Hardaway and the Shot Dr., Buzz Braman. The Coaches Clinic is open to junior high, high school, college and community basketball coaches.

7:00 p.m. -- **SUITS & SNEAKERS BIRTHDAY CELEBRATION: It's A Party / Fun...Food...Games at LeMoyne-Owen College**
LOC alumni and friends from near and far join in a roaring 94th birthday celebration for Coach Jerry Johnson and the 150th anniversary of LeMoyne-Owen. There will be dancing... casino and sports games... barbecue, nachos, ice cream and more!

Highlights of this fundraiser include the inauguration of the Jerry Johnson Scholarship Endowment Fund and a 30-minute excerpt from the "First Champions" documentary. Video tributes and booklet ads are available for purchase or as part of a sponsorship package. Individual cost of the celebration is \$100 per person which includes a \$50 contribution to the Jerry Johnson Scholarship Endowment Fund. For tickets, call 901-435-1235.

For more details and tickets, call 435-1235