

FOR IMMEDIATE RELEASE



BCA to Recognize Jamal Willis
Utah's only black head coach will receive the
2001 Black Coaches Association
Achievement Award at the 2001 BCA Classic

Princeton, NJ (August 16, 2001) – The Black Coaches Association will recognize Jamal Willis, a former Brigham Young and NFL running back and the only black head football coach in the state of Utah, for his outstanding leadership and accomplishments in the advancement of minorities in sport. Willis, the new head football coach at Payson High School in Payson, UT, is only the second black head coach in Utah's history. Jamal played at BYU from 1991 to 1994 and is the school's all-time leader in rushing and touchdowns. Willis will be recognized during halftime of the 2001 BCA Classic, featuring BYU vs. Tulane at LaVell Edwards Stadium on August 25, 2001 in Provo, UT. The game will be nationally televised on ESPN2.

"By being a football player, instead of just being different, I made an impact at BYU," Willis said. "The fact that I was a football player opened doors. Sometimes it takes something like this to set the tone for other minorities. It makes me feel good to be the only black head coach out here. Just like when I came to BYU, it's a good opportunity."

Willis graduated from BYU with a degree in Sociology and went on to play for the San Francisco 49ers and Denver Broncos. Since 1998, he has worked as a counselor and has run youth soccer, basketball, and football camps.

"The Black Coaches Association is honored to recognize Jamal Willis for his positive contributions to his community," said Floyd Keith, Executive Director of the BCA. "In only his first year as a head coach, Jamal has already made a significant impact on the progression of minorities in sport."

The Black Coaches Association is a non-profit organization whose primary purpose is to foster the growth and development of minorities at all levels of sports, both nationally and internationally.

Tickets are still available and can be purchased by visiting the BYU box office or by calling 1-800-322-BYU1.

The BCA Classic is produced the Gazelle Group. For more information about the BCA Classic, please contact Phil Wendler at (609)921-1300 or pwendler@gazellegroup.com or visit BCAClassic.com.



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