

PRICewaterhouseCOOPERS 
SMU ATHLETIC FORUM

MEDIA ANNOUNCEMENT

May 19, 2010

**Contact: Brad Sutton (214) 768-2883
bsutton@smu.edu**

**Ken Burns to speak at
PricewaterhouseCoopers SMU Athletic Forum Luncheon**

DALLAS, TEXAS – The PricewaterhouseCoopers SMU Athletic Forum welcomes the filmmaker and historian, Ken Burns to Dallas on Wednesday, June 23, for an Athletic Forum Luncheon. Mr. Burns will be previewing his upcoming documentary film, *The Tenth Inning*, scheduled to be shown on PBS in 2010. *The Tenth Inning* is a follow-up to the Emmy Award winning series *Baseball*. Mr. Burns replaces Bud Selig in the 2010 PricewaterhouseCoopers SMU Athletic Forum line up.

The luncheon will begin at noon in the Trinity Ballroom of the Hilton Anatole.

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Honoring the legends of sports for 21 years, the PricewaterhouseCoopers SMU Athletic Forum celebrates outstanding success in athletics. Based in Dallas, the series features major figures from a variety of sports. The PricewaterhouseCoopers SMU Athletic Forum includes four luncheons and the prestigious Doak Walker Award Presentation Banquet.

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