



MEDIA ANNOUNCEMENT

March 16, 2011

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**ESPN.com columnist Bill Simmons
to speak at PwC SMU Athletic Forum Luncheon**

DALLAS, TEXAS – The PwC SMU Athletic Forum welcomes ESPN.com columnist and *The New York Times* bestselling author, Bill Simmons to Dallas on Wednesday, March 23, for an Athletic Forum Luncheon.

The luncheon will begin at noon in the Khmer Pavilion of the Hilton Anatole. Media availability begins at 10:45 a.m. in the Cooper Room of The Anatole.

Simmons, a columnist for ESPN.com write the widely popular Page2 column. He is considered a pioneer for the online sports writers, and has approximately half a million viewers and 2 million downloads each month of his podcast series, *The B.S. Report*. Simmons was the Executive Producer of ESPN's *30 for 30*, a series of short documentary films, which details the issues, trends, athletes, teams, rivalries, games and events that transformed the sports landscape from 1979 to 2009.

Simmons is the author of *The New York Times* best seller, "The Book of Basketball: The NBA According to the Sports Guy" and "Now I Can Die in Peace", a collection of his columns.

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Honoring the legends of sports for 22 years, the PwC SMU Athletic Forum celebrates outstanding success in athletics. Based in Dallas, the series features major figures from a variety of sports. The PwC SMU Athletic Forum includes four luncheons and the prestigious Doak Walker Award Presentation Banquet.