

**October 6, 2010**  
**For Immediate Release**

## **DFW Firm Selected For College Basketball Award Management**

Southlake, TX – A DFW-based start-up firm that manages non-profit organizations and charities has landed a five-year contract to manage the newest award in college basketball.

Legacy Foundation and Event Management (Legacy), based in Southlake, will manage the Wayman Tisdale Freshman of the Year Award for Access Sports, an Oklahoma City-based non-profit charitable foundation. The award will be presented annually to the outstanding freshman player in NCAA men's college basketball. It is named after Wayman Tisdale, a former NBA and University of Oklahoma star basketball player, who died earlier this year from cancer. Tisdale also excelled as a jazz bass player during and after his basketball career. He was the first freshman to earn All-America honors and was a member of the 1984 U.S. Olympic gold-medal winning basketball team.

Legacy worked with Access Sports to develop the award, including branding, sponsorships, and fundraising and, as a part of its five-year agreement, will manage all aspects of the Tisdale award and Access Sports. Scott Hill, executive director of Access Sports, says the decision to partner with Legacy is based on the work that went into the development of the award.

“It was the vision of the Legacy team that helped us develop the award from scratch and it makes perfect business sense to have them involved in managing the award and our foundation going forward,” Hill says. “

Bill Webb, founder of Legacy, says the project has been challenging but rewarding. “We really started from a blank slate and were able to utilize the vision that Scott and the other members of the Access Sports board of trustees had to develop the concept,” Webb says. “We then began to reach out to a number of potential national sponsors to build a national profile while working with individuals and business and civic leaders in Oklahoma to fully activate the concept. To say the least, we are very excited about being part of this project and the potential going forward.”

Legacy worked with the United States Basketball Writers Association (USBWA) to form a partnership whereby the media members of USBWA will select the winner each year. The selection will be announced at the Final Four Champions Breakfast and the player and his head coach will be honored in April in Oklahoma City at a dinner at the Oklahoma Sports Hall of Fame.

Legacy Foundation and Event Management was established in 2010 and specializes in managing charities and foundations for professional athletes, college coaches, other sports-related causes, as well as individuals and companies. More information is available at [www.legacyfem.com](http://www.legacyfem.com).

**CONTACT INFORMATION:**

Bill Webb  
Legacy Foundation and Event Management  
1121 South Carroll Avenue, Suite 140  
Southlake, TX 76092  
(214) 205-7495  
bwebb@legacyfem.com