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Baylor University's Scott Drew 2023 Winner of Coach Wooden "Keys to Life" Award

Award will be Presented during Final Four Weekend on Saturday, April 1st

Houston, TX, February 28, 2023—The 2023 Coach Wooden "Keys to Life" Award will be presented to Baylor University Men's Basketball Head Coach, Scott Drew.

Annually hosted by Athletes in Action during the NCAA Men's Final Four weekend, this year-held at the Hilton Americas-Houston—marks the 26th anniversary of the award.

Established in 1998, this event features the presentation of the Coach Wooden "Keys to Life" Award; it is presented to a current or former basketball figure who best exemplifies the character and leadership for which the legendary Coach John Wooden is known for.

Coach Drew lives his life rooted with the determination to apply his success as a coach to help others *win* in all essence of the word.

Scott orchestrated the greatest rebuild in college basketball history, culminating with the school's first Big 12 and National Championship in 2021. Among other accolades, he's been awarded as the National Coach of the Year multiple times (2017 & 2020) and has received Big 12 Coach of the Year honors the past three seasons.

Tied as the longest-tenured coach in the conference, he has turned the program into a perennial contender, consistently competing as one of the nation's elite basketball programs throughout the past fifteen years.

Drew's trademark positivity and deeply rooted faith has paved the foundation for establishing a culture of JOY (Jesus. Others. Yourself). Though counter-cultural, this hierarchy of priorities serves as the character framework for his players, coaches, and all he interacts with to grow, encourage, empower, and love others well.

Coach Drew personifies the Baylor University mantra of: *Building Champions for Life*; his influence, imprint, and indelible impact are felt on the court, in the community, and throughout college basketball.

In addition to his coaching and family commitments, Drew has previously served the roles as Vice President of the NABC Assistant Coaches Committee, Advisory Committee for the National Invitation Tournament, and in honor of his parents' and their respective health battles, an involvement with Coaches vs Cancer.

"Athletes in Action is honored to name Scott Drew as the recipient of the 2023 Coach Wooden "Keys to Life" Award," said Jason Stankus, Interim Director of Athletes in Action Basketball. *"Scott's achievements both on and off the court are remarkable; he embodies the characteristics that this award personifies. We are honored to give this award to someone whose life was impacted by participating on an Athletes in Action team early in his coaching career and has spent 20 years*

since making a lasting difference in the lives of young men.”

A historical first, Drew joins his father, Homer Drew (winning in 2012), as the first time a father and son have both received this award. These two men join a group of basketball greats who have received the honor, including David Robinson, Allan Houston, Hubert Davis, Rick Barnes, John Beilein, Jerry Colangelo, Del Harris, Mark Price, Billy and Mary Kennedy and Clark Kellogg, among others.

For more information about the Coach John Wooden “Keys to Life” Breakfast, and to inquire about attending please visit KeysToLife.us

The Coach John Wooden “Keys to Life” Breakfast is part of Athletes in Action’s series of events designed to honor athletes and coaches who model exemplary character, values, integrity and faith. Other events include the Super Bowl Breakfast and the All-Star Breakfast, held during the NBA All-Star Weekend. Athletes in Action is a ministry of Cru.

For more information about Athletes in Action, visit AthletsinAction.org