



Media Release
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Gale Sayers Book Signing at the KU Bookstores

September 12, 2008 (LAWRENCE, KS) - Kansas Football legend Gale Sayers will meet fans and sign books at the KU Bookstores on level 2 of the Kansas Union at the University of Kansas in Lawrence. The book signing, scheduled for 2-5 p.m. on Sept. 20 as part of KU's Family Day, and is free and open to the public.

Two Triumph Books titles will be featured at the event: the autobiography "Sayers: My Life and Times" and a new collection of Kansas athletes' profiles and memories, including Gale Sayers', titled "What It Means to Be a Jayhawk." Sayers will donate 100 percent of author's royalties to the Gale Sayers Center, a nonprofit organization that offers an accelerated afterschool program for children 8-12. The KU Bookstores will also contribute a portion of each sale of the two titles that day.

"Sayers: My Life and Times," written with Chicago Tribune columnist Fred Mitchell and released in October 2007, is a candid and reflective memoir that chronicles Sayers' career and philosophy. Sayers, also known as "The Kansas Comet," was a two-time All-American halfback for Kansas Football. He was then selected by the Chicago Bears in the first round of the 1965 draft and at 34, became the youngest man ever inducted into the Pro Football Hall of Fame.

The story of Gale Sayers' friendship with former Chicago Bears teammate Brian Piccolo, who died of cancer in 1970, was the subject of his earlier book "I Am Third" and immortalized in the 1971 film "Brian's Song." Piccolo's death helped Sayers put his life in perspective. His enduring message to young athletes is to respect the game, give back to the community, and prepare for the future. After leaving football, Sayers returned to KU to earn bachelor's and master's degrees and served as Assistant Athletic Director and Assistant Director of the Williams Education Fund. He was then Athletic Director at Southern Illinois University and later became active in business and involved in many charitable organizations.

In "What It Means to Be a Jayhawk: Bill Self and Kansas's Greatest Players," edited by Jeff Bollig and Doug Vance, men and women from virtually every era and every sport share their appreciation for the time they spent at KU. "Gale Sayers—Football/Track 1962-1964" leads off the chapter on the Sixties, followed by other greats from that era including Ted Owens, Bob Timmons, Bobby Douglass, John Riggins, Jim Ryun, and Jo Jo White. Sayers eloquently recalls his pride in earning two degrees at KU and the positive influences of coaches and other mentors in helping form his determination to be "a student-athlete and not an athlete-student."

The KU Bookstores is located at the University of Kansas in Lawrence on the second floor of the Kansas Union. As a not-for-profit organization in the division of Student Success, all proceeds are given back to KU through student programs, services and activities.

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