

**KU Memorial Unions
News Release**

FOR IMMEDIATE RELEASE

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Kansas Basketball coach Bill Self to appear at the KU Bookstores

October 9, 2008 (LAWRENCE, Kan.) – Bill Self, head coach of Kansas Basketball, will sign his new book, "Bill Self: At Home in the Phog," on Monday, Oct. 13 from 4-5:30 p.m. at the KU Bookstores on level two of the Kansas Union at the University of Kansas in Lawrence. The event is free and open to the public.

With the help of author John Rohde, Self and those who know him best offer an inside look at his journey into becoming one of the game's most respected and most sought-after coaches. Self tells how he is living the dream—not only is he a head coach, he was also selected to be the steward of what James Naismith and Phog Allen created for Kansas Basketball. The book captures the excitement of reaching the pinnacle—leading the Jayhawks to a national title. Self shares minute-by-minute details of the contest that sent KU to the national title game and offers insight into one of the greatest national championship comebacks ever.

The autobiography, "Bill Self: At Home in the Phog," is available for purchase at the KU Bookstores and through Self's foundation's Web site at assistyouth.org. Proceeds from the book's sales will benefit the Assists Foundation.

The KU Bookstores is located on level two of the Kansas Union at the University of Kansas in Lawrence. The selection and events at Oread Books, a division of the KU Bookstores, are reflective of the campus community, always current and representing diverse points of view. As a nonprofit organization in the division of Student Success, the KU Bookstores gives all proceeds back to KU through student programs, services, and activities.

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