



## ATHLETES IN ACTION FACT SHEET

*“Sport continues to be one of the unspoken languages in the world today through which the gospel can speak the clearest and the loudest.”*

~ Mark Householder, Athletes in Action President

**Founded:** 1966, by Dave Hannah

**Headquarters:** Xenia, Ohio

**Mission Statement:** Building spiritual movements everywhere through the platform of sport.

### Events, Projects & Products:

- **Super Bowl Breakfast** — The NFL-sanctioned event began in 1988 and is held every year in the host city of the Super Bowl. One of the marquee Super Bowl events, it features speakers and special guests from the NFL, both past and present. Presented at the event each year is the Bart Starr Award named after the legendary Hall of Fame quarterback. The award is given each year to the NFL player—voted on by his peers—who best exemplifies outstanding character and leadership in the home, on the field, and in the community. For more information, visit: [www.superbowlbreakfast.com](http://www.superbowlbreakfast.com).
- **Legends of the Hardwood Breakfast** — Known as one of the premier events during the NCAA Men’s Final Four weekend, the breakfast is held every year in the city that hosts the championship. The event features speakers and special guests from the sport of basketball. Each year the Coach Wooden “Keys to Life” Award is presented to a past or present college or professional basketball player or coach whose life best demonstrates outstanding character qualities in the home, on the court, and in the community. The award is modeled after UCLA legend John Wooden for his high level of moral character, integrity, and faith on and off the court. For more information, visit: [www.legendsbreakfast.com](http://www.legendsbreakfast.com).
- **AIA Opportunities/Sports Teams** — AIA staff, coaches, and collegiate athletes participate in athletic camps, projects, and domestic and international sports tours each year. The purpose of each opportunity is to use sport to share the message of Jesus Christ with millions around the world. These experiences also provide the training and equipping of athletes and coaches for a lifetime of ministry.
- **Pro, Campus, and International Ministries** — Through evangelistic strategies and discipleship-making (mentoring) around the world, thousands of college, professional and

international athletes, coaches and sport administrators are trained and equipped for a lifetime of ministry in around 90 countries around the world.

- **Web Resources** – AIA’s second site, *Beyond the Ultimate.com*, provides a database of faith testimonies from athletes in a variety of sports and levels from many different countries. Some athletes choose to partner with AIA to produce signature cards using those testimonies to distribute to fans and share their faith story.
- **Products** — Ministry resources listed below provide the opportunity to share the gospel through media:
  - **The Prize DVD:** Hear four well-known athletes from the world of soccer share how they deal with the pressure of being on the world stage.
  - **Struggle and Triumph DVD:** Hear from Olympians around the world about the various challenges of their sports and how they overcome through faith.
  - **Passion and Power DVD:** Hear from over fifteen women from a variety of cultures and sports who have found victory beyond competition.
  - **Super Bowl Breakfast DVD:** Hear from great NFL coaches and players as they tell their individual faith stories.
  - **Legends of the Hardwood Breakfast DVD:** Hear from some of basketball’s greatest coaches and athletes as they tell their personal faith stories.
  - **Other resources include** (but are not limited to): *Unfading Glory* DVD (wrestling), *Reversing the Curse* DVD (baseball), *Game Day Glory: Life-Changing Principles for Sport* Bible study, *The Next Level: A Beyond the Ultimate Training Guide* and *Real People, Real Faith* booklets. For more information on these products or to check out more, visit: [www.aiagear.com](http://www.aiagear.com).

**Website:** [www.athletesinaction.org](http://www.athletesinaction.org)

**A Ministry of Cru:** Athletes in Action is a ministry of Cru, one of the world’s largest non-profit, interdenominational organizations, founded by Bill and Vonette Bright in 1951. Cru has more than 26,000 staff members and a ministry presence in 190 countries around the world. Cru is dedicated to showing people how to know and experience God’s love and plan for their lives. For more information, visit the Cru website at [www.cru.org](http://www.cru.org).