

BellSouth Contributes \$500,000 for Football Museum

LOUISVILLE, KY -- BellSouth, Louisville's leading telecommunications provider, has contributed \$500,000 to create the BellSouth Johnny Unitas Football Museum in the football training facility at the new Papa John's Cardinal Stadium. "This generous gift from BellSouth will provide another first-class addition to Papa John's Cardinal Stadium that makes it even more unique and special," said Director of Athletics Bill Olsen. "Our fans will appreciate BellSouth making it possible to honor Johnny Unitas while showcasing Cardinal Football tradition."

"BellSouth has a deep, long-standing commitment to supporting the University of Louisville," said BellSouth Regional Director Michael Seebert. "This museum will recognize the finest football players U of L has ever produced. BellSouth is delighted to be helping bring this level of recognition to those athletes, in a forum that everyone in Louisville can visit and appreciate."

The museum, which bears that name of former U of L and NFL Hall of Fame quarterback Johnny Unitas, will be housed in the football complex located in the open end zone of the horseshoe-shaped stadium. The 2,000-square foot facility will feature a cathedral ceiling and balcony area. A glass wall will make the museum visible to stadium visitors.

A statue of Unitas will be erected as an external focal point of the museum with Frederick Kail of Lutherville, MD, commissioned to produce the sculpture. Kail's work includes a bronze portrait of Johnny Unitas as a tribute from the Baltimore Colts' fans in 1973, the first sculptural rendition of the famous "Peanuts" comic strip characters for Charles Schultz and United Features Syndicate in 1962, and many lacrosse creations.

BellSouth has a long history of support for U of L. The BellSouth Foundation has contributed \$390,000 in grants to U of L since 1989 to support academic programs. BellSouth made a \$200,000 gift to the U of L law school in the name of former BellSouth Board of Directors member Gordon Davidson. BellSouth, U of L, and Kentucky state government have jointly operated the Telecommunications Research Center at U of L's Shelby Campus for eight years. The university's bicentennial celebration is featured on the cover of the latest edition of the BellSouth Greater Louisville White Pages phone directory.

Several features make Papa John's Cardinal Stadium, scheduled for completion in 1998, a state-of-the-art facility among the finest in the nation. It will be the only on-campus stadium in the nation with chair-backed seating for all 45,000 seats. The stadium features a 2,000-seat Brown & Williamson Club, a facility available for use, in addition to athletic events, during concerts, receptions, luncheons, business and community meetings and other events.

The playing surface will be SportGrass, which combines a natural grass turf with a below-the-surface system of synthetic elements to create a playing field much more

durable than regular grass, one that can handle multiple events throughout the year. Located adjacent to the end zone of the new stadium, the training facility will be among the nation's finest. It will include a weight training area, academic hall, training and equipment rooms, an assortment of team meeting rooms, the BellSouth Johnny Unitas Football Museum, offices for the football coaches and support staff, and a lounge that overlooks the playing field. The BellSouth Johnny Unitas Football Museum adds an historical element to the project.

Unitas has a storied history which has earned him recognition by many as the greatest quarterback to ever play the game. An 18-year veteran of the NFL, Unitas played his collegiate career at the University of Louisville (1951-1954), passing for 3,007 yards and 27 touchdowns. Unitas, who wore number 19 as a professional, had his No. 16 collegiate uniform retired at Louisville, the lone number retired by the Cardinals. He began his 18-year pro career with the Baltimore Colts in 1956 and played there until joining the San Diego Chargers for his final season. His career passing figures are mind boggling. He completed 2,830 of 5,186 passes for 40,239 yards and 290 touchdowns during his 18-year NFL career. Among his many records is one that may stand forever: he threw a touchdown pass in 47 consecutive games. In commemorating the NFL's 25th, 50th and 75th anniversaries, Unitas was selected as the greatest quarterback of all time. A Pro Bowl participant 10 times and a three-time Most Valuable Player honoree, Unitas was inducted into the Professional Football Hall of Fame in 1979.

Fans have pledged nearly \$14 million for lifetime seating rights in the new stadium. Corporate contributors total over \$28 million to date, including a \$3 million pledge from the Brown Foundation. Other major corporate contributors include Papa John's, Anheuser Busch, Bank One, Brown & Williamson Tobacco Corporation, Kiel Brothers Oil Inc./BP and UPS with significant contributions from Hershey's, McDonald's, Pepsi Cola, Dr. Ben Reid, Kentucky Kingdom, the City of Louisville and Jefferson County. The university will continue to seek additional gifts and naming opportunities within the stadium.

The stadium is being built on a 100-acre site adjacent to the south end of the U of L campus, previously occupied by a railroad yard.