

For Immediate Release August 21, 2012

Former NFL head coach Jimmy Johnson to speak at the AT&T Luncheon of the PwC SMU Athletic Forum

DALLAS, TEXAS – AT&T and the PwC SMU Athletic Forum welcome two-time Super Bowl winning coach of the Dallas Cowboys, Jimmy Johnson, to Dallas on Wednesday, August 29, 2012.

The luncheon will begin at noon in the Khmer Pavilion of the Hilton Anatole. Media availability begins at 10:45 a.m. in the Cooper Room of The Anatole.

At the University of Miami, Johnson crafted one of the most dominate college football teams in recent history. In five seasons, he led the Hurricanes to a 52-9 record, five bowl games, two undefeated regular seasons, and a national championship.

Johnson was hired by Dallas Cowboys as head coach in 1989, and following a 1-15 season, he led the Cowboys to two back-to-back Super Bowl victories in 1992 and 1993.

Johnson was the first coach to win both the NCAA national title and a Super Bowl Championship. Following his coaching career, Johnson became a studio analyst for FOX sports and currently is the co-host of FOX NFL Sunday.

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Honoring the legends of sports for 23 years, the PwC SMU Athletic Forum celebrates outstanding success in athletics. Based in Dallas, the series features major figures from a variety of sports. The PwC SMU Athletic Forum includes four luncheons and the prestigious Doak Walker Award Presentation Banquet.

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