



For Immediate Release
December 17, 2014
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Bo Jackson Named 2014 PwC Doak Walker Legends Award Recipient

DALLAS, TEXAS – The PwC SMU Athletic Forum has named Bo Jackson, former Auburn University and Los Angeles Raiders star running back, as the recipient of the 2014 PwC Doak Walker Legends Award. The award was created in 1998 to honor former running backs that excelled at the collegiate level and went on to distinguish themselves as leaders in their communities.

Jackson will accept his trophy at the Doak Walker Award Presentation Banquet on Friday, February 27, 2015, at the Hilton Anatole Hotel in Dallas. Jackson joins an impressive list of past recipients: Floyd Little (2013), Jim Brown (2012), Tommy McDonald (2011), Jim Taylor (2010), Eric Dickerson and Craig James (2009), Calvin Hill (2008), Marcus Allen (2007), Walter Payton (2006), Jim Swink (2005), John David Crow (2004), Doc Blanchard and Glenn Davis (2003), Earl Campbell (2002), Tony Dorsett (2001), Pete Dawkins (2000), Archie Griffin (1999), and Gale Sayers (1998).

Jackson was a two-time All-America selection at Auburn and recipient of the 1985 Heisman Trophy. In 1985, Jackson rushed for 1,786 yards, the fourth-best season in SEC history. His 4,303 career rushing yards are the fourth-best mark in SEC history and his 43 career rushing touchdowns are sixth-best in the SEC. Jackson also starred in baseball, hitting .401 in 1985, and qualified for the NCAA Track and Field Championships in the 100-meter dash as a freshman and sophomore. His No. 34 is one of three numbers retired at Auburn.

Despite being drafted first overall in the 1986 NFL draft, Jackson chose to pursue his baseball career before signing with the Los Angeles Raiders during the middle of the 1987 season. In four NFL seasons, Jackson rushed for 2,782 yards, including a career-best 950 in 1989. Jackson was

selected to the Pro Bowl in 1990 which, coupled with a 1989 MLB All-Star selection, made him the only athlete selected as an all-star in two major professional sports.

“Bo Jackson made extraordinary contributions to his teams at Auburn and in both the NFL and MLB,” Thomas W. Codd, PwC North Texas Managing Partner, said. “We honor Bo, not only as an inspirational athlete, whose popularity extended beyond sports, but also as an individual who believes in the importance of education and providing opportunities to underprivileged children.”

Doak Walker epitomized leadership, sportsmanship, and academic and athletic achievement during his outstanding career at SMU. Walker was a three-time All-America choice who won the Heisman Trophy as a junior in 1948, was a first round draft pick of the Detroit Lions, led the team to NFL championships in 1952 and 1953, and was chosen All-Pro four times. Walker is a member of both the College and Pro Football Halls of Fame.

About the PwC SMU Athletic Forum

Honoring the legends of sports for 25 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.

PwC Doak Walker Legends Award recipients are nominated by the Doak Walker Award National Selection Committee, and then chosen by the Forum’s Board of Directors. For more information, visit www.smu.edu/doakwalker.

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