

Fact Sheet: Sports (Athletes in Action)

***In a World Consisting of Thousands of Dialects and Cultures, Sport Is a Universal Language With the Capacity to Share a Universe-Changing Message of Hope.***

## **MISSION**

Athletes in Action is an international sports organization focused on empowering athletes and coaches to be Christ-centered leaders and influencers on and off the field. Our ultimate goal is to see a Christ-follower on every team, in every sport, in every nation.

## **FOUNDING**

1966 by Dave Hannah

## **HEADQUARTERS**

Xenia, Ohio

## **EVENTS**

### **The Super Bowl Breakfast**

Founded in 1988, this National Football League (NFL)-sanctioned event is held every year in the host city of the Super Bowl. One of the marquee Super Bowl events, the breakfast features speakers and special guests from the NFL, both past and present, and the presentation of the Bart Starr Award.

### **Legends of the Hardwood Breakfast**

Known as one of the most anticipated events during the National Collegiate Athletic Association (NCAA) Men's Final Four weekend, the Legends of the Hardwood Breakfast is hosted annually by Athletes in Action. The event features speakers and special guests from the world of basketball, as well as the presentation of the Coach Wooden "Keys to Life" Award.

### **All-Star Breakfast**

Held annually during the week of the National Basketball Association (NBA) All-Star Game, this event gives attendees the opportunity to get up close and personal with professional coaches and players. The breakfast features NBA greats, and honors athletes for exemplary leadership, character and integrity.

### **Night of Champions**

Held annually at the Athletes in Action World headquarters in Xenia, Ohio, the Night of Champions includes

inductions into the Athletes in Action Hall of Faith, an elite honor given to athletes or coaches who display exemplary character in the game, families and community.

## **MINISTRY TEAMS**

### ***Athletes in Action Opportunities/Sports Team***

More than 800 student-athletes and coaches participate in athletic camps, projects, and domestic and international sports tours each year that are designed to use sports to show people how to know and experience God's love and plan for their lives.

### ***Pro, Campus and International Ministries***

Through worldwide evangelistic strategies and mentoring, athletes and coaches on more than 205 college campuses, 35 U.S. professional sports teams, and international athletes, coaches, and sport administrators in more than 97 countries are trained and equipped for a lifetime of ministry. The ministries also utilize sports media that touches the lives of an estimated 100 million people annually.

### **Sports Complex and Retreat Center**

Housed on the Athletes in Action campus in Xenia, Ohio, the Sports Complex and Retreat Center includes:

- Turf sports complex, including two soccer fields, a football field, track, two softball fields, a challenge course, a baseball field and stadium
- Schindler Banquet Center, with occupancy of 875
- Browne Retreat Center and four dormitories that sleep 300

## **WEBSITES**

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

[www.BeyondtheUltimate.org](http://www.BeyondtheUltimate.org)

[www.thePrize.com](http://www.thePrize.com)

## **SOCIAL**

[Facebook](#)

[Twitter](#)

[YouTube](#)

## **A MINISTRY OF CRU**

Athletes in Action is the sports ministry of Cru, an interdenominational Christian evangelism and discipleship ministry committed to giving people everywhere the opportunity to know and experience God's love and plan for

their lives. Cru offers spiritual guidance, resources and programs tailored for people from all cultures in every walk of life. For more information, visit [cru.org](http://cru.org).