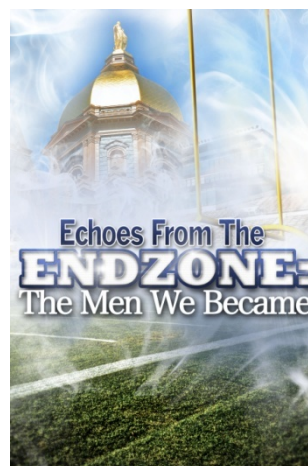


PRESS RELEASE

FOR IMMEDIATE RELEASE

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(St. Louis, MO July 1, 2013)

***Echoes From The End Zone: The Men We Became*: release date August 1, 2013: Author Lisa Kelly Opens the Journeys of 25 Notre Dame Football Players in New Book**

Summary: ***The Notre Dame Student-Athlete***: Sports fans may have an idea of what it takes to play football at a Division I college: the training, the discipline, the pain, the motivation. But most of us have no idea what it takes to be a successful student-athlete at a top academic institution such as the University of Notre Dame. Life-long Notre Dame football fan and graduate Lisa Kelly walks us through what it takes to succeed on and off the college football field and life after the End Zone.

A successful student-athlete at Notre Dame requires more effort than working two full-time jobs: one needs dedication, determination, and a drive to succeed - to be the best both physically and mentally - *and* to learn and achieve despite the pain, despite the disappointments, and without letting the successes and failures – both on and off the field – inflate your ego, or derail your career.

Echoes From The End Zone: The Men We Became will be available at the Notre Dame Book Store and online at Amazon.com, BarnesandNoble.com, BooksaMillion.com and at www.TheMenWeBecame.com.

Echoes From The End Zone: The Men We Became tells the story of 25 former Notre Dame football players:

- the lessons they learned in college, and how those lessons changed their lives: The Notre Dame Value Stream
- their years at Notre Dame as a student-athlete at a demanding, high-profile academic and football school
- the end of their football careers
- the new careers and dreams they followed using the values they learned on and off the field

What happens to these exceptional Notre Dame student-athletes after they graduate? Some go on to play professional football, for a time. Some have injuries, and never have the opportunity to play sports professionally. Others experiment with different career choices, searching for the right fit. Many pursue career goals carried since childhood, while others build families, return to their hometowns, or travel the world. But *all* of these former student-athletes must create a new life after their playing days end: a life where they are no longer in the spotlight, no longer admired for their physical attributes, and no longer glorified in the media.

Their stories and career choices may surprise you, but each of these former Notre Dame student-athletes will impress and inspire you with the choices they made so early in life that enabled them to succeed beyond *The End Zone*.

Author Lisa Kelly, a '93 Notre Dame graduate, grew up entrenched in Notre Dame football with a father who graduated from Notre Dame in '65. In Lisa's experience people are quick to find the shortcomings of Notre Dame and she wanted to showcase all that is great within Our Lady's University. And that is how this book took shape.

Lisa commented, "There are so many great things that come out of the University of Notre Dame. Unfortunately, the things that the press pushes out are mostly negative. I wanted to put something together that would highlight the many wonderful things that Notre Dame student-athletes go on to do after football."

Echoes From the End Zone: The Men We Became is Lisa Kelly's first book and she looks forward to continuing the journey and sharing more remarkable stories of Her Loyal Sons ... and maybe some of Her Loyal Daughters, too!

Following a book launch party August 8th hosted by the Notre Dame Club of St Louis at Black Finn Grille in St. Louis, Lisa's book tour will include stops at Notre Dame football home games, game watches, and tailgate parties.

-For book signings, author events and special offers see: www.TheMenWeBecame.com

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