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NEWS RELEASE

COUNTERFEIT AMATEURS

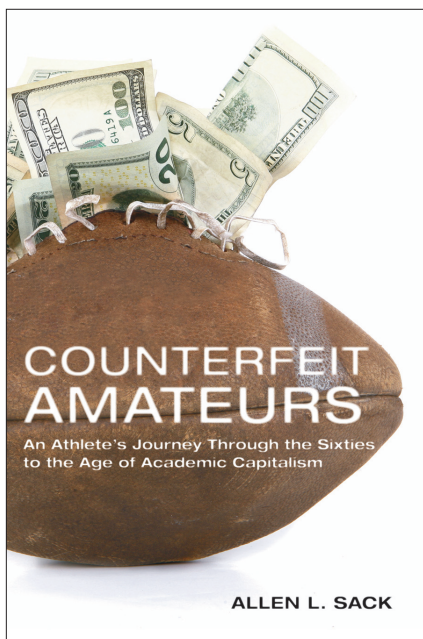
An Athlete’s Journey Through the Sixties to the Age of Academic Capitalism

Allen L. Sack
Foreword by Ara Parseghian

University Park, PA—One need not look far in today’s media outlets to find tabloid headlines about big-time college sports. Whether it’s the commercialization of universities or player exploitation, the debate has once again moved from simmering to hot. Athletes are challenging the NCAA for a bigger piece of the revenue pie and Congress continues to investigate the tax-exempt status of the NCAA. On the sidelines are a growing number of faculty groups who are voicing their concerns regarding the rampant effects of sports on campus life. What rights and responsibilities should players and universities have? Who should benefit from the huge payoffs, and what is the cost to higher education standards?

Written by a former Notre Dame football player under legendary coach Ara Parseghian and a co-founder of the Drake Group of concerned faculty, this book combines the personal experiences of a highly recruited student athlete with the cogent analyses of a scholar-activist in a compelling way. Sack’s writings and public appearances, including work as an expert witness in law suits, have gained him wide recognition as an outspoken advocate for athletic reform.

Sack distinguishes his own position, as an advocate of athletes’ rights, from the reformist stance of NCAA President Myles Brand, who believes that commercialized sport and education can peacefully coexist, and the “intellectual elitist” position of people like William Dowling, who would like to see big-time college sports kicked off campus altogether.



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NEWS RELEASE (CONTINUED)

"In *Counterfeit Amateurs*, Allen Sack craftily integrates his own experience as a high school and college (Notre Dame) football player with the larger story about the professionalization and perversion of intercollegiate athletics. The result is a compelling and enlightening tale about what has gone wrong and what can be done about it. Frankly, I couldn't put the book down."
—Andrew Zimbalist, Robert A. Woods Professor of Economics, Smith College, and author of *Unpaid Professionals: Commercialism and Conflict in Big-Time College Sports*

"Exploitation, hypocrisy, duplicity are harsh words yet precisely describe the workings of the NCAA and its member schools in their treatment of college revenue athletes, the young men and women upon whose backs this multi-billion dollar college revenue sports empire rests. It is America's modern plantation."
—David Meggyesy, author of *Out of Their League* and NFL Players Association, Western Regional Director, retired

Allen Sack has written a superb book, lively and fascinating, and one that both entertains and educates. He writes about his amazing experiences at Notre Dame and he also convinces the reader that the college sports system is irretrievably broken. Moreover, he has a plausible solution to repair it. Everyone interested in college sports—participants, fans, and observers—should read this book.
—Murray Sperber, Professor Emeritus, Indiana University, and author of *Beer & Circus: How Big-time College Sports Is Crippling Undergraduate Education*

The stakes are high for all concerned, not least the athletes whose exploitation by the system has been the motivating force for Sack's own campaign, now stretching over several decades.

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THE AUTHOR

Allen L. Sack is Professor of Management and Director of the Institute for Sports Management at the University of New Haven. He is co-author of *College Athletes for Hire: The Evolution and Legacy of the NCAA's Amateur Myth* (1998).