

# THE BELT IS BACK.

## THE STORY BEHIND THE RETURN OF THE HICKOK BELT™ AWARD.

It's the greatest comeback in sports history. Bigger than any MVP. Bigger than a Lombardi. Bigger than a World Series ring. Bigger than a Green Jacket. Bigger, in fact, than all of them combined.

In 2012 the Hickok Belt Award returns. And for the first time in 36 years there will be an answer to the question, "Who's the best of the best in professional sports?" For 26 years, from 1950 to 1976,

the Hickok Belt Award was American sports' most coveted honor. Defining the careers of Koufax. Hogan. Palmer. Mantle. Ali. And 21 other professional sports legends. Join us as we count down to find out which of today's legends will join them as the 2012 Hickok Belt Award winner.

### "WHO'S THE BEST OF THE BEST IN PROFESSIONAL SPORTS?"



# Hickok Belt™

TO SEE THE FULL HICKOK BELT AWARD WINNERS PHOTO GALLERY, VISIT [WWW.HICKOKBELT.COM](http://WWW.HICKOKBELT.COM)

# THE STORIED HISTORY OF THE AWARD THAT MADE SPORTS HISTORY.

The Hickok Belt Award™ was conceived as a way to honor Ray and Alan Hickok's father, Stephen Rae Hickok, an avid sportsman and the entrepreneurial innovator behind the Hickok Manufacturing Company, once the largest and most respected maker of men's belts and accessories in the world.

The ultimate sports prize, the Hickok Belt was awarded annually to the top professional athlete in of all sports, as voted on by a panel of 300 sportswriters across the country. Past Hickok Belt Award winners are truly a select fraternity. It's a list that reads like a Who's Who of twentieth century American sports. The award celebrated the pinnacle of the Hall of Fame

careers of such icons as Muhammad Ali, Willie Mays, Sandy Koufax, Jim Brown, Mickey Mantle, Joe Namath and Arnold Palmer.

An impressive list to be sure, but no more impressive than each winner's individual stories— to read each one and view video clips of their amazing careers, simply visit [www.HickokBelt.com](http://www.HickokBelt.com), go to the Past Winners page and click on the winner's name of your choice.



## The Legends of Sports' Most Prestigious Short List

1950	Phil Rizzuto	Baseball
1951	Allie Reynolds	Baseball
1952	Rocky Marciano	Boxing
1953	Ben Hogan	Golf
1954	Willie Mays	Baseball
1955	Otto Graham	Football
1956	Mickey Mantle	Baseball
1957	Carmen Basilio	Boxing
1958	Bob Turley	Baseball
1959	Ingemar Johansson	Boxing
1960	Arnold Palmer	Golf
1961	Roger Maris	Baseball
1962	Maury Wills	Baseball
1963	Sandy Koufax	Baseball
1964	Jim Brown	Football
1965	Sandy Koufax	Baseball
1966	Frank Robinson	Baseball
1967	Carl Yastrzemski	Baseball
1968	Joe Namath	Football
1969	Tom Seaver	Baseball
1970	Brooks Robinson	Baseball
1971	Lee Trevino	Golf
1972	Steve Carlton	Baseball
1973	O.J. Simpson	Football
1974	Muhammad Ali	Boxing
1975	Pete Rose	Baseball
1976	Ken Stabler	Football

# THE LEGEND RETURNS IN 2012.

The countdown to the naming of the 2012 Hickok Belt Award winner began October 16th, at the 2011 "Comeback" Dinner at St. John Fisher College in Rochester, NY, where the sports world honored the Belt's rich past and celebrated its bright future.

Much like the first 26 Belts awarded, the 2012 winner will be chosen by a national panel of esteemed sportswriters, assembled by the National Sportscasters and Sportswriters Association.

Each month, starting in January 2012, a select 20 voter panel, with four members each from North, South, East and West regions, will select a monthly winner. Excitement will build throughout 2012 as each monthly winner is announced, leading up to the vote for the first annual

winner in 36 years, with the full NSSA membership of over 700 sportscasters and writers from across the country selecting the Hickok Belt Award recipient from the 12 monthly winners.

"The National Sportscasters and Sportswriters Association (NSSA) is excited to be taking part in the rebirth of the Hickok Belt Award," said Dave Goren, NSSA Executive Director. "We share much of the same history with the Belt and look forward to helping it regain its place among the most prestigious awards recognizing athletic achievement."



# NSSA



# THE 2011 KICKOFF EVENT, A NEW ERA HAS BEGUN.

The return of the Hickok Belt Award has been a highly anticipated event for the last 36 years. An award with such prestige in the sports world was destined to make a comeback. And on October 16, 2011, the wait was over.

Past belt winners and other honored guests gathered together at the Comeback Dinner at St. John Fisher College in Rochester, NY, to honor the Belt's rich past and bright future.

The night kicked off with a VIP reception for our sponsors and special guests.

Those in attendance were past winners: former world boxing champion, Carmen Basilio, and Yankee pitching great, "Bullet" Bob Turley. As well as sports legends, Harlem Globetrotter Meadowlark Lemon, former heavyweight, George Chuvalo, and World Series winner and San Francisco Giant, Johnny Antonelli.

*The 2011 Hickok Belt Award Comeback Dinner was truly a special event marking the return of the legendary award and setting the stage for future annual events that will continue the rich tradition celebrating the greatest athletes of our time.*

• *The evening featured a rare appearance by former world middle and welterweight champion Carmen Basilio. At age 84 Carmen delighted the crowd with his presence, signing autographs, posing for photos and offering his quick wit to the many who came to see the legendary champ and 1957 Hickok Belt Award winner.*

• *The great "Bullet" Bob Turley shared memories of the Hickok Belt ceremony in 1958 and some exhilarating stories from his days as a member of the New York Yankees during their exciting World Series run in the '50s.*

• *Speakers also included Carl Kovacs of the Fergie Jenkins Foundation and Dave Goren, president of the National Sportscasters & Sportswriters Association, both of whom expressed*

*their excitement regarding the return of the Hickok Belt Award and their commitment in partnering to promote its success in the years ahead.*

• *The man behind the comeback, Tony Liccione presented a video of the Hickok Belt Award's history that included exclusive interviews with past winners including Tom Seaver ('69), Carl Yaztremski ('67) and the late Mickey Mantle ('56)*

• *One of the more poignant moments from the evening was when Ray Hickok's daughter Holly Lang spoke about her father's dream to continue the Hickok Belt Award legend and how proud he would have been to see the award make a comeback. "My dad would have loved to see the award return to its national presence."*



# THE EXCITEMENT CONTINUES!

The Hickok Belt Award has an unparalleled past, and is sure to have an even more storied future in sports history. Throughout 2012, leading up to the crowning of the first winner in 36 years, there will be plenty of excitement beginning with the announcement of the monthly winners in January 2012. In addition to revealing the monthly champ, [www.HickokBelt.com](http://www.HickokBelt.com) provides visitors with a host of reasons to stay involved throughout the year including:

- The opportunity to vote for who they think would have won the award over dormant years from 1977-2011.
- Profiles and video clips highlighting the careers of past winners
- Photo gallery featuring images from historic Hickok Belt Award ceremonies
- Trivia questions to test your Hickok Belt Award knowledge
- The latest news surrounding past Hickok Belt winners including the opportunity to sign up for the Hickok Belt newsletter

# NOW THAT THE BELT IS BACK, BEING A PART OF ALL THE ACTION IS JUST WHERE YOU WANT TO BE AS THE ULTIMATE SPORTS COMPETITION UNFOLDS.

With something as rich in tradition, something of such significance as the Hickok Belt Award, it's natural to want to know more. For more information including details on available sponsorship opportunities, email us at the sponsorship address below. And if you simply want more information about a past Hickok Belt Award winner, the historic 2011 Hickok Belt "Comeback" Event or the vote for the 2012 winner, email us at the general information address below.

For general information, email us at: [info@HickokBelt.com](mailto:info@HickokBelt.com)

For sponsorship information, email us at: [sponsorinfo@HickokBelt.com](mailto:sponsorinfo@HickokBelt.com)

