THE MOST IMPORTANT AWARDS IN SPORTS®



PRESENTED BY



SATURDAY, NOVEMBER 23, 2024 STIFEL THEATRE | ST. LOUIS



Edward Jones®









We connect businesses to technology to *make the impossible, possible.*

Together, let's make a new world happen.

Find out how @ wwt.com

WELCOME FROM THE ST. LOUIS SPORTS COMMISSION

Welcome to the 2024 Musial Awards presented by Maryville University! Thank you so much for attending tonight's event and supporting our annual celebration of sportsmanship in America.

Every year, I wonder if we can match our previous event, and each year, I am more impressed and gratified by the incredible people and acts of sportsmanship that we find. The recipients of the Musial Award not only represent all that's right in sports, they embody the human spirit. And in times like these, when the world may seem so broken, it's meaningful to come together and be reminded of the good around us. We salute all our honorees for uplifting us through their extraordinary sportsmanship.

It is a true privilege for us to honor this year's award recipients. Bob Costas is a model of class, decency, respect for his craft, and respect for the game. Larry Fitzgerald, Jr., is synonymous with integrity, philanthropy, kindness, and excellence. Salvador Perez is a humble champion and a friend to all. And as always, the stories and the people you aren't already familiar with will make you laugh, make you cry, and dazzle you with their sportsmanship and their goodness. Get your Musial Awards tissues ready; we're in for another special night.

There are heroes on the stage, and for the Musial Awards, we have our own heroes in the seats. Among them is retiring Maryville University President Mark Lombardi. He's the guardian angel of the Musial Awards and the person who, along with Maryville, has allowed this event to grow and thrive. Mark and the school have enabled us to build a homegrown event into a world-class production that has national reach and widespread impact. Our dream to do that has come true thanks to Mark's commitment and his belief in all the good the Musial Awards can do. We also and always extend our gratitude to the entire Musial family for entrusting us to honor Stan in a manner that matches the excellence he embodied. They make us feel like family, and we share a collective joy in being able to further Stan's legacy while inspiring people across the country to be good sports.

Finally, as we say each year... As you watch tonight's show and leave the theater, think about creating your own "Musial Moment." How can each of us channel the emotion and inspiration we feel during the Musial Awards to accomplish our own good deeds? How can we use the model Stan set to help one another and improve our community? It doesn't need to happen on the playing field. Your Musial Moment – a simple act of kindness, compassion, selflessness or generosity – can happen anywhere.

Thank you all for attending and supporting the Musial Awards. Enjoy the show!

Mare Schreiber

Marc Schreiber St. Louis Sports Commission President



The St. Louis Sports Commission is the privately-funded nonprofit organization that grows, strengthens and moves St. Louis forward through sports. The organization uses the power of sports to enhance the area's quality of life and generate economic and social benefit for the St. Louis region.

LEXUS



SALES EVENT

ENDS JANUARY 2



FRESH POWDER MEETS HEATED SEATS

Thrilling performance comes standard. Bow is optional. The December to Remember Sales Event is here. Offers on select models, now through January 2.



²⁰ THE Music AWARDS[®] ²⁴

FEATURES

- 4 St. Louis Sports Commission
- 5 The Musial Awards & National Sportsmanship Foundation
- 6 Event Sponsors
- 9 Past Award Recipients
- 11 Stan The Man

- 15 Musial Moments
- 17 Mike Bush
- 26 Dave Mislan
- 27 Lindy Noel
- 28 Lake Mary, FL Little League All-Stars
- 29 Pitt County, NC Girls Softball

- 31 Jaydin Blackwell
- 32 Larry Fitzgerald, Jr.
- 34 Breasha Pruitt
- 35 Salvador Perez
- **36** Bob Costas
- **39** National Broadcast

6



ST. LOUIS SPORTS COMMISSION

◎ **f** ∂ ⊗ in



The Musial Awards is produced annually in St. Louis by the St. Louis Sports Commission and the National Sportsmanship Foundation. Meet the organizations responsible for the most inspiring night in sports:

The St. Louis Sports Commission is the independent, privately-funded nonprofit organization that makes St. Louis a better place to live, visit, work and play through sports. Its efforts focus on attracting, creating and managing major sporting events for the St. Louis region. The organization uses the power of sports to enhance the area's quality of life and to create economic and social benefit for the community.

Since its inception in 1989, the Sports Commission has fulfilled its mission by producing high-profile events that generate excitement, revenue and positive exposure for the region. The organization helps make St. Louis a stronger and more vibrant community. It adds to the impact of the area's professional and collegiate teams to make a great sports city even better. By achieving the highest level of success with its events, the Sports Commission has fortified St. Louis' status as an outstanding sports destination.

The Sports Commission's accomplishments include hosting the NCAA Men's and Women's Final Fours, NCAA Division I Wrestling Championships (9 times), NCAA Frozen Four, SEC Men's Basketball Tournament, PGA Championship, Missouri vs. Illinois Arch Rivalry football series, U.S. Figure Skating Championships, U.S. Olympic Diving Trials, and the record-breaking 2021 U.S. Olympic Gymnastics Trials (just to name a few). Reflecting a vision to be a leader and innovator in addition to an event producer, the Sports Commission takes the lead in celebrating and furthering St. Louis' Olympic legacy as host of the 1904 Summer Games, the first Olympics in America. The organization represents St. Louis in the World Union of Olympic Cities and has recently implemented several visible projects that raise the profile and impact of the region's Olympic affiliation. The Sports Commission aims to positively impact St. Louis through its opportunities as an Olympic city.

The Sports Commission also operates the St. Louis Sports Foundation, its 501c3 charitable affiliate. The Foundation focuses on promoting sportsmanship in St. Louis and fostering a culture of kindness, respect, civility and selflessness. Foundation programs also strive to make youth sports more enjoyable and to create positive environments for kids to play sports so they stay active and lead healthier, happier lives. The Musial Awards is at the forefront of the Sports Commission's commitment to sportsmanship.

A catalyst for civic benefit, economic development and charitable good, the Sports Commission is recognized as a leader in its industry and in the community. Among several honors, the organization has been selected as the national sports commission of the year three times (2002, 2005 and 2013). The recognition is a testament to the Sports Commission's value to St. Louis and its efforts to help grow, strengthen and advance the region through sports. For more information on the Sports Commission and its events, visit stlsports.org.

THE STORY BEHIND THE **MUSIAL AWARDS**

Out of the heartland of America, a unique and important tradition of celebrating extraordinary sportsmanship has been established. Since 2005, the nation's best sports have come together in St. Louis for the Musial Awards, the most important awards in sports.

Named for Baseball Hall of Famer Stan Musial, the Musial Awards recognize the year's greatest moments of sportsmanship and honor those in sports who embody class and character. The event takes place annually the Saturday before Thanksgiving at the historic 3,000seat Stifel Theatre in Downtown St. Louis. It is produced by the St. Louis Sports Commission and the National Sportsmanship Foundation. In addition to keeping Stan The Man's legacy alive, the mission of the Musial Awards is to inspire kindness, selflessness, integrity and civility in sports and society.

The roots of the Musial Awards go back to 1999 when the Citizenship Through Sports Alliance (CTSA) launched an awards program recognizing character in sport. In 2005, the event moved to St. Louis. A year later it was renamed the National Sportsmanship Awards. In 2012, with the blessing of the Musial family, organizers announced the event and its awards would be named in honor of the St. Louis hero and Cardinals legend – one of the greatest players in baseball history and the ultimate good sport.

Since 2011, Maryville University has served as the presenting sponsor of the Musial Awards. The school's involvement, leadership and generosity have helped make the show one of the great nights in all of sports.

ALBERT PUJOLS

NATIONAL SPORTSMANSHIP FOUNDATION

Expanding on its efforts in St. Louis, the St. Louis Sports Commission launched the National Sportsmanship Foundation in 2012 to change the way society views and values sportsmanship. The groundwork for the organization's creation was established a year earlier when the Sports Commission was asked to take over management of the Citizenship Through Sports Alliance. After developing a new strategic direction for CTSA, the Sports Commission rebranded the organization. The National Sportsmanship Foundation was born.

Today, the 501c3 nonprofit aims to empower people to lead healthier, happier lives through the values of sportsmanship. Leveraging the Musial Awards and other platforms, it wants to inspire people across the nation to be good sports.

St. Louis is regarded as a great place to raise a family; its fans are known as good sports. So it makes sense for St. Louis to be the epicenter of this national drive. The presence of such an important movement can ultimately enhance St. Louis' stature around the country and can help the Sports Commission further contribute to the area's quality of life.



November 23, 2024 / **5**



HALL OF FAME SPONSORS



AB Mauri AT&T Bodley Group Capes Sokol Emerson Enterprise Bank & Trust Enterprise Mobility EY First Bank HUB

3,630 CLUB SPONSORS

Jeffery Law Group LLC Kansas City Royals KPMG Lewis Rice MAC Sports Foundation McBride Homes Northwestern Mutual PGA REACH Gateway Foundation Rawlings *As of November 6, 2024

RBC Wealth Management – The Market Street Group Renaissance Financial RubinBrown Sprinkler Fitters Local 268 St. Louis Development Corporation St. Louis Regional Business Council Steve's Auto Body Western Specialty Contractors The Whalen Family

EVENT PARTNERS

Al Roker Entertainment Brighton Entertainment CPG Agency Destination St. Louis EMME Solutions Hilton St. Louis at the Ballpark St. Louis Blues Stifel Theatre

MEDIA PARTNERS

101 ESPN / Hubbard Radio FanDuel Sports Network Midwest KMOX NewsRadio 1120 KSDK 5 On Your Side St. Louis Public Radio The St. Louis American

SPECIAL THANKS

Ballpark Village FastSigns of Bridgeton The Gateway Arch Kelly Hyland Saddleback Chocolates UPBrand Collaborative Walter Knoll Florist







The Musial Awards is proud to have CBS Sports as its official television partner. CBS will air the 2024 Musial Awards throughout the country as a one-hour special on Sunday, December 29 (check local listings for the airtime in your market). The broadcast will also run twice on CBS Sports Network and later as a local encore presentation on KSDK 5 On Your Side in St. Louis. This is the sixth year for the Musial Awards to air on the CBS Television Network.

In addition to its partnership with CBS Sports, the Musial Awards is pleased to have AI Roker Entertainment (ARE) as its broadcast production partner. Guided by 14-time Emmy winner and iconic television personality AI Roker, ARE is an industry-leading producer of original, award-winning TV programs and storytelling content.

ST. LOUIS SPORTS COMMISSION

Michael Loynd Chair

Marc Schreiber President Musial Awards Executive Producer

Solomon Alexander Director, St. Louis Sports Foundation

Tom Dolan Vice President of Development

Cici Jamison Events Manager Amanda Lutz Director of Member Events & Services Musial Awards Producer

Coeli O'Connell Director of Marketing

Tim Ryan Director of Communications

Careth Tash Office Manager & Executive Assistant

Jaimie Tottleben Graphic Design & Marketing Coordinator Frank Viverito Chief Advisory Officer

Brad Wachler Vice President of Events

Kathleen Nelson Musial Awards Program Contributing Writer

Breylin Bright Intern



308 N. 21st Street - Suite 500 | St. Louis, MO 63103 | 314-345-5100 | stisports.org



PROUD SPONSOR OF



JOIN US IN CELEBRATING THE POWER OF SPORTS AND THE POSITIVE IMPACT IT HAS ON ST. LOUIS.

When visitors come to St. Louis for sporting events, they not only get to experience the thrill of the game, but they become part of the passionate spirit of our city, help boost our local economy and support our communities.



00

explore **St.** UIS

Scan the QR code to learn more!

THE Muio AWARDS[®] III PAST AWARD RECIPIENTS III



2014	Joe Torre
2015	Arnold Palmer
2016	Cal Ripken Jr.
2017	Jackie Joyner-Kersee
2018	Jim Thome
2019	Nadia Comaneci
	& Bart Conner
2020	Hank Aaron
2021	Wayne & Janet Gretzky
2022	Albert Pujols
2023	Bill Bradley

THE MUSIAL AWARD FOR EXTRAORDINARY CHARACTER

2013	3	St. Louis Cardinals
2014	4	Mo'ne Davis
2015	5	Lauren Hill
2016	3.	Tamika Catchings
2018	3	Sister Jean Dolores Schmidt
2019	9	Laila Anderson
202	0	Bubba Wallace
202	1	Zaila Avant-garde
202	2	Warrick Dunn
202	3	Adam Wainwright



Bill Bradley & Adam Wainwright (2023)





2023

Noah Bjerke-Wieser Cody's Wish & Team Godolphin Chapel Cunningham & Leah Gonzalez Emilia Rossatti Southern University Athletics University of Dayton Flyer Pep Band

2022

Brittany Bowe Isaiah Jarvis Mike Lanzillotta Demeria Moore, Jorja Roberson, Jasmyn Stamper, Cara Robertson & Syrianna Jones Brett Phillips & Chloe Grimes Nadia Popovici Frank Viverito

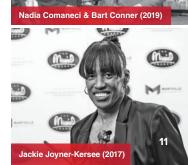
2021

Mutaz Barshim & Gianmarco Tamberi Buffalo Bills Fans (represented by William Burke & Dan Konopski) Lavel Dumont Bryce Harper Rebel Hays Mario Hoefer LSU Gymnastics Mark Lombardi

2020

Laurent Duvernay-Tardif Ireland Lacrosse Madison Keys Chris King & Max Gerschman Sabrina O'Heron Josh Speidel Kellyn Taylor, Aliphine Tuliamuk & Stephanie Bruce





PAST RECIPIENTS

2019

Jerod Aker & Jeff Shillington Marek Bush Chris Davis Forest Lake Christian School Girls Volleyball Henry Frasca Chris Kerber Darius Kruah Laura Mazur & Jessica Robertson

2018

Lonni Alameda Jordan Bohannon Gerald Hodges Ty Koehn Ozzie Smith Kaiden Whaley Kate Wynja

2017

Michael Bidwill Kaleb Carter & Carla Collins Aliyah Charbonier Abbey D'Agostino Carl Edwards Matthew Garcia Paul Mainieri Dion Puthoff Krista Young, Levi Thompson & The Hawkeye Wave

2016

Amed Castro-Chavez Joel Jensen Nic Nelson Judie Offerdahl, Sarah Myhre & Shelby Baker Travis Rudolph Buck Smith Jack Sock Hayes & Tammy Stripling Charlie Wilson

2015

John Blaine & Matt Woodrum Jason Boulais Keaton Hamin Ernie Johnson Mike Matheny Tim Smyczek Chase Vazquez, Scooter Terrien & Miles Rodriguez University of Virginia & Loyola Marymount Women's Rowing Wichita State University Cheerleading

2014

David Belisle Cari Hampton James Hawkins Derek Herber Jason Millard Olivet (Mich.) Youth Football Nathane Simniok Malik Stewart Josh Zuchowski Marc Schreiber Scott Suppelsa Eric Voss

2013

Casey Mack Ethan McConnell Kirsten Moore & Westmont College Fraser Valley Fusion '97 Bri Ebenroth Steve Bonastia & Seckman Softball The University of Nebraska Mike Bush

2012

College of the Ozarks Women's Basketball Team Demetrius de Moors Lee Gibson & Colorado Academy Rashawn King John Mohrmann & Saint Louis Priory Soccer Rob Nugent & Washington College Greg Schiano & the Tampa Bay Buccaneers Nate, Nick, Kim & Pat Smith Meghan Vogel

2011

Camp Kilpatrick Mustangs Basketball Team Daniel Crum Jocelyn Fischer Bryane Heaberlin & the United States U-17 Women's Soccer Team John Huether Manchester (Conn.) High School Wrestling Team Northwestern College (Minn.) Women's Volleyball Team Tyler Parks & Mike Smith Roncalli (Ind.) High School Softball Team Andria Scheese Skyline (Ala.) High School University of Albany Men's Basketball Team Rick Wallace Tom Walter Grant Whybark











From top down: Jim Thome & Sister Jean Dolores Scmidt (2018); Cal Ripken Jr. (2016), Arnold Palmer (2015), Ernie Johnson with Taelor & Sydni Scott (2015), Joe Torre & Mo'ne Davis (2014)

PAST RECIPIENTS

2009

Albert Puiols Azusa Pacific University DeKalb (III.) High School Boys' **Basketball Team** Grapevine (Texas) Faith High School Football Team Monte Vista (Calif.) High School Ohio State University Anthony DiCarlo Aleksandra Mackiewicz Courtney Teatro Geofrev Kalanzi Shawn Crawford New York Yankees Minneapolis South High School Nordic Ski Team Marvville University Baseball Team Jared Ingram

2008

Allan H. (Bud) Selig Edwardsville (III.) High School Wrestling Team Framingham State College (Mass.) Women's Soccer Team Brian Hung The Lake Fenton Five: David Bittinger, Lucas Hasenfratz, Jake Kirk, Ethan Merivirta & Matthew Tanevhill Christopher Glaze Marvin Stoner John Fernandez & The Wounded Warrior Project Craig Biggio **Rick Horton** Chris Draft Manny Legace Jeff Wedding Warner Robins. Ga.. Little League Baseball Team John Graf & Connor Sherwood Mallory Holtman & Liz Wallace Nicholas Kirkpatrick

2007

Tony Gwynn Sarah Dawn Schettle & Mike Rose Kelly Schmidt & Russ Davis Angela Verbeelen Army Women's Basketball Team Rainer Martens Trevor Bunch & Travis Jones Carlos Delgado Josh Kinney Marc Bulger Jamal Mayers Chad Riegel

2006

Joey Cheek Philip Barr & Lauren Clary John Smoltz Teresa Clark & Brandon Cole Grant Hill Adam Van Houten Joshua Harter & Jim Johnson Patrick Lepper Taj McWilliams-Franklin Bill Byrne & Texas A&M University Pat Hewitt Lea Plarski Lou Brock Isaac Bruce Hollis Thomas

2005

Torry Holt Danny Gathings, Chanda Gunn & the Mesa State Football Team Edgar Martinez Jim Kessler & Amanda Larsen P.J. Brown Jamie Vest & Shane Laurie Doug Weight Kayla Shaul Paul Hamm Teresa Edwards Wood Selig & Tim Van Alstine Daniel Gould, Ph.D.

2004

Darren Woodson Eric Montalvo & Kristen Zaleski Jamie Moyer Jessica Stollings Ray Allen Rachel Butler Marty Turco Theresa Berry Michelle Kwan Edna Campbell Vince Dooley Jay Coakley

2003

Shelton Quarles Paul Moore & University at Buffalo Women's Soccer Team Jim Thome Jessica Lenderman Bob Lanier Revae Green & Tyler Yonge Adam Graves Melanie Mendrop Apolo Anton Ohno Jennifer Gillom Andy Geiger Jody Brylinsky

2002

Jerome Bettis Jeffrey A. Steele & Heather Weinhold Curt Schilling Jodi Henderson Steve Smith Brian Hartley & Devin Reed Brian Mullen Jermaine Harris Vonetta Flowers Sue Wicks Donald Marsh & Velma Pruett

2001

George Audu, Safiya L. Ingram & Lindsay Morton Al Leiter Luke Anderson Samuel Perkins Robyn Michelle Detty & Christopher Ryan Thomas James Flanigan Stan Mikita Mindy K. Madewell Rulon Gardner Suzie McConnell Serio John Byers, Gregg A. Hiland & Lori J. Satterfield

2000

Allison Beightol Tony Gwynn Jessie Garrett Hersey Hawkins Jennifer Arrington & Matthew Simmons Will Shields Paul Stewart Larry Scheller Michelle A. Akers Ester Kim Dawn Staley

1999

Allison Beightol & Jarrett Erwin Sammy Sosa Rebecca Whittle Avery Johnson Marco Binion & Sheree Riley Frank Sanders Ron Francis & William "Willie" O'Ree Sarah Wood Jackie Joyner-Kersee Suzie McConnell Serio

Welcome to where care meets community

For more than 150 years, we've been more than just a health care provider. At SSM Health we're your neighbors, friends, and family. Our dedicated team of doctors, nurses, and staff is at the heart of the greater St. Louis community, providing care for everyday illnesses and the most complex medical conditions.

In addition to our eight St. Louis area hospitals, SSM Health offers physician offices, urgent cares, express clinics, online virtual care, and behavioral health urgent cares across the region. We're at the forefront of medical excellence offering advanced adult and pediatric specialty services including organ transplant, cardiology, neurology, oncology, orthopedics, and more.

With a century and a half of experience, we bring a legacy of compassion and commitment you can count on.

Let's create a healthier St. Louis together. Visit ssmhealth.com to learn more.



WARDER III



Defined by class, excellence, humility, and generosity, Stan Musial embodied the virtues of sportsmanship. That's why the most meaningful and inspiring night in sports bears Stan The Man's name. Beloved by our community and around the world, his legacy and spirit are forever honored when we celebrate extraordinary sportsmanship and all that's right in sports.

Stan is considered one of the greatest baseball players in history with 22 seasons as a St. Louis Cardinal. He totaled 3,630 hits, ranking fourth all-time and is considered to be the most consistent hitter of his era. Playing first base and later in the outfield, he helped the Cardinals win three World Series championships, was named the National League's MVP three times and made 24 All-Star Game appearances. A first-ballot inductee into the National Baseball Hall of Fame in 1969, Musial received numerous awards for his contributions to baseball and society. He was selected to the Major League Baseball All-Century Team in 1999 and posthumously inducted into the St. Louis Cardinals Hall of Fame in the inaugural class of 2014. In 2011, President Barack Obama presented him the Presidential Medal of Freedom, the highest civilian award in the United States.

Given the nickname "Stan The Man," he was a role model on and off the field. It is for this reason that his statue outside Busch Stadium is inscribed with the quote from former baseball Commissioner Ford Frick: "Here stands baseball's perfect warrior. Here stands baseball's perfect knight." A true icon of sportsmanship, he left a legacy that few can match.

Bright tomorrows start with doing good today.

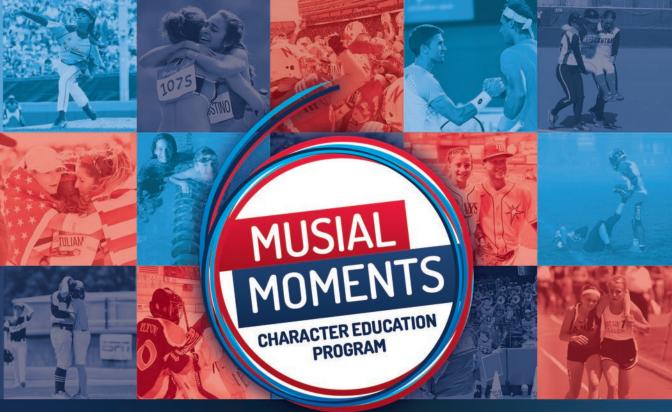


I

Ameren.com

As our region's energy provider, we believe in the power of doing good. Ameren is honored to partner with The Musial Awards to celebrate extraordinary sportsmanship.





INSPIRE SPORTSMANSHIP IN YOUR GROUP AS PART OF STAN THE MAN'S LEGACY

The St. Louis Sports Commission has created an innovative program fostering civility, respect and selflessness among young people in our region. Inspired by the great Stan Musial, the organization visits schools in the metro area to introduce the concept of "Musial Moments" and to instill the qualities of sportsmanship on and off the field.

Presentations are led by Solomon Alexander, the director of the Sports Commission's Sports Foundation. Through a fun, interactive and impactful 45-minute session, Solomon motivates students to care about sportsmanship and to be good to those around them – just as Stan The Man did during his illustrious career and life.



BOOK NOW!

To bring Musial Moments to your school or organization, contact Solomon Alexander at 314-345-5130 or salexander@stlsports.org.

LEARN MORE AT SPORTSMANSHIP.ORG/MUSIAL-MOMENTS

Musial Moments is a program of the St. Louis Sports Commission's affiliated 501c3 St. Louis Sports Foundation. The program is conducted in conjunction with the Musial Awards, produced by the Sports Commission and the National Sportsmanship Foundation. For more information, visit sportsmanship.org and MusialAwards.com. Musial Moments presentations are geared for young people in third grade through high school.

Funding from St. Louis Sports Commission supporters enables this program to be offered at no cost to participating groups.







#MusialMoments

Image: mail of the second sec

17

57. LOUIS HRIS COME SEE WHAT YOU'VE BEEN MISSING

THE 5[™] ANNUAL



@STLOUISARTS

POWERED BY THE REGIONAL ARTS COMMISSION OF ST. LOUIS



The Musial Awards is grateful for the dedication of Mike Bush. The veteran St. Louis news and sports anchor has emceed the event all 19 years it has taken place in St. Louis. Mike also travels the country – separate from his day-today newscast responsibilities – to showcase the greatest moments of sportsmanship and bring them to life in the most entertaining and inspiring way.

Mike and producer/videographer Scott Suppelsa, together forming Onyour6 Productions, provide the featured stories highlighted at the Musial Awards and in the Musial Awards broadcast. Along with producer Adam Dew, their work has resulted in prestigious recognition, including 19 Mid-America Emmy Awards, nine regional and two national Edward R. Murrow Awards, the Associated Press Award for best TV sports story, and the 2023 and 2024 Sigma Delta Chi Award for Excellence in Journalism presented by the Society of Professional Journalists.

Throughout his distinguished career, Mike has won countless Emmys to go along with a national Edward R. Murrow Award he received in 2009. In 2012, he was inducted into the National Academy of Arts & Sciences' Silver Circle, which recognizes broadcast pioneers who have worked in the industry for at least 25 years. Arriving in St. Louis in 1985, he helped KSDK, St. Louis' NBC affiliate, become one of the top-rated stations in the country. He is now the news anchor for the station's evening newscasts. He moved to his current position in 2003 after 18 years in the sports department. As a sportscaster, Mike did play-by-play work for NBC, FOX, ESPN, the St. Louis Cardinals and Saint Louis University Basketball. He was the radio voice for the St. Louis Rams during the team's 1999 Super Bowl season.

Mike is ingrained in the St. Louis community and a great friend to many charitable organizations. As the producer/host of the Muscular Dystrophy Association local telethon, he has helped raise tens of millions of dollars. Even with the national telethon no longer in existence, Mike has kept alive the local Labor Day weekend special that continues to benefit MDA. Another cause near and dear to Mike is a baseball camp for the hearing impaired. In 1995, after years of involvement, organizers renamed the camp "The Mike Bush Fantasy Camp for the Hearing Impaired."

Prior to joining KSDK, Mike was the sports director at KMBC-TV in Kansas City. The Chicago native began his career in 1978 as a news reporter in Tucson, Ariz. Mike and his wife Claudia are proud parents and grandparents. They have four children and three grandchildren.

CREATING JOBS + EXPANDING INCLUSIVE ECONOMIC GROWTH

с С

T I A

Z

E C C C

STR

Realizing our shared vision for meaningful and positive growth will require investment, collaboration, and participation from all.



Inclusive Business Solutions



Job Growth



Business Attraction

Public Policy



STLMade

GREATER ST. LOUIS INC.

STL MADE

CONGRATULATIONS

The St. Louis Cardinals are proud to support the annual Musial Awards. Congratulations to this year's recipients!







tolerance resolve fairness self-re<u>spec</u> rity integrity virtue forthrightness goodness danno principles fortitude diligence tair plav honc braver connection tenacity *orit* trustworthine earnestness <u>selt-esteem</u> excellence standards dependa contidence De *Durdos*e SPORTSMANSHIP LIFETIME



We are one of the largest privately-held companies in the U.S. and we value the same principles in our employees that you bring to your team.

We are teammates. We have each other's backs.

We are FAMILY

Fulfill the potential of our suppliers and customers. Aspire To Excellence. Mission and Vision driven. Integrity and inclusiveness are our hallmarks. Leadership in everything we do. You are critical to our success.

southernglazers.com

Want to leave "delay of game" in the dust?

Catch every second of your favorite live sports with Xfinity Internet. Stream games with All-Pro speeds and low lag, so the action doesn't freeze when the ball is in the air.





"Unless you give it all you've got, there isn't any sense in playing."

Stan Musial

Edward Jones is proud to support the individuals who give it their all.

> edwardjones.com/growingourimpact | Member SIPC





In basketball, scoring 1,000 points is a milestone, a cause for celebration. But when rivals reached the goal six seconds apart, it was more than a coincidence. It was magic, thanks to a little Musial pixie dust from Coach Dave Mislan.

West Allegheny's Brandon Bell and South Fayette's Mike Plasko have known each other since playing AAU basketball together in the Pittsburgh area. Although they found themselves playing for rival high schools, Brandon still refers to his opponent as "Mikey." In a spectacular twist of fate, before the final meeting of their senior years, each player was achingly close to 1,000 points. Neither, however, knew about the other's point total. "Mikey" needed 24 points but had two more games the following week. Brandon needed 13 in the final game of his high school career. Neither South Fayette's Mislan nor West Allegheny Coach Ben O'Connor knew, either.

"I knew how close Mike was, but we couldn't think about it because the score was close," Coach Mislan says. "We had two great student sections in a packed house." When South Fayette stretched the lead to 8 in the final 15 seconds, "that was the first chance to breathe." Brandon still needed two points; Mike needed three. With 8.2 seconds remaining, Mike hit a 3-pointer that put South Fayette ahead 60-49. After the shot fell, Brandon's teammates quickly inbounded to him. He was blocked, though, by jubilant South Fayette fans storming the court. "I realized then that Mikey was in the same place as I was, only he had made his 1,000th point," Brandon says. Coach Mislan wanted to apologize to the officials and Coach O'Connor and explain why he attempted a 3 with a comfortable lead. Only then did O'Connor reveal that Brandon was two points shy of the mark. And, as Coach O'Connor says, "Dave is a class act."

As the court was cleared, Coach Mislan gathered his team: "Being our rival, we played Brandon eight times and double-teamed him every time. I thought about how that double-team prevented him from getting so many points. So, the best thing we could do is let him have his moment. The team understood." With order restored, Brandon got the ball, then made a layup with 1.9 seconds remaining. Once again, chaos ensued; this time, jubilant West Allegheny fans stormed the court.

On the one hand, Brandon says, "It was surprising that he'd give me the opportunity. But all my career, nothing was handed to me. I had to work hard. So, it was special to get the 1,000 points. At first, the attention from others was surprising. But then, I realized it really wasn't. We don't really see acts of kindness like Coach Mislan did too often. And we all need it more often."

"WE DON'T REALLY SEE ACTS OF KINDNESS LIKE COACH MISLAN DID TOO OFTEN. AND WE ALL NEED IT MORE OFTEN."

- BRANDON BELL

Even though both players have graduated, they remain in touch. Mike was recruited to play at Washington and Jefferson College, a Division III program in Washington, Pennsylvania. Brandon plays at Division III La Roche University in Pittsburgh. Coach Mislan's son just finished his playing career at LaRoche, so he continues to be amazed at the coincidences. Among them: South Fayette is just 40 miles from Stan Musial's boyhood home in Donora. Though he and his dad were diehard Pirates fans, his dad's second favorite team was the Cardinals, and his favorite player was Stan. "We watched so many Cardinal games together," he says. "I even have a signed ball from Stan." So, he is even more humbled that doing the right thing set in motion so many coincidences and garnered so much good will. "I believe this is what a lot of people would do," he says. "It wasn't just me, but the whole team. It's what should happen, especially with good kids." And good coaches.

INDY NOEL

Given her last name, Lindy Noel, who works for the Columbus Blue Jackets, has heard her share of holiday and gift-giving puns. None was as heartfelt as the one for Aaron Portzline, who has covered the Blue Jackets since 2000. Lindy gave Aaron the gift of life.

"Lindy has handed me a microphone during press conferences probably hundreds of times," Aaron says. "I never thought she'd hand me an organ." In this case, Lindy turned out to be a perfect match when Aaron needed a kidney.

Even after receiving dialysis for months, Aaron didn't want to become the story. Reluctantly, he turned to his followers on social media to share that he needed a transplant and became an advocate for others in need of organ donation. In response, many people volunteered to be tested. His message deeply touched Lindy, who still carried a sense of helplessness from losing her father to esophageal cancer in 2018. "There was no donation to save his life. This felt like something I could do to make a difference in someone else's life."

After four rounds of testing, she learned that out of the scores of people tested for Aaron, she was the perfect match. Aaron learned only that a donor had been found. "I wanted to tell him privately, but I also realized it would be a big story," she says. "I thought if we recorded something, we could decide later if we wanted to share it."

"IT'S ABOUT HUMAN KINDNESS, A PERSON STEPPING FORWARD TO SACRIFICE SOMETHING SO THAT ANOTHER MAY LIVE. PURE, HUMAN KINDNESS."

- AARON PORTZLINE

So Lindy and the Blue Jackets video team came up with a ruse. She asked Aaron to participate in a video about how the 5th Line, the nickname for the team's fan base, had supported his search for a donor. Lindy hadn't decided when to tell him that she was the donor. But when he revealed his family history and that a donor had been found, "I looked at the videographer as if to say, 'Yes, we're doing it now."

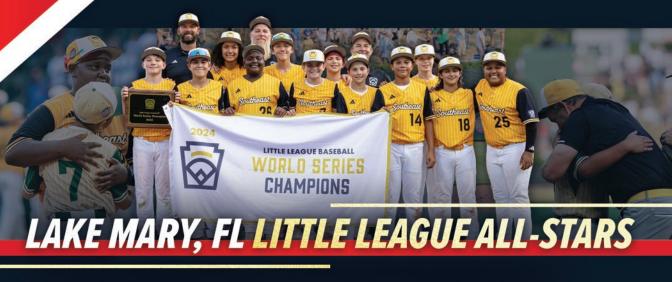
Ever the journalist, Aaron was suspicious: "The whole time, I expected somebody to walk through the door behind the camera, and I was worried about not being able to see them clearly with the camera glare. When she said, 'I'm your donor,' I almost fell out of the chair."

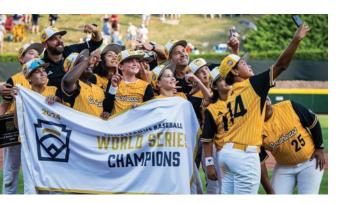
Following the surgery April 26, the two shared updates multiple times a week as Aaron passed tiny milestones. And their story blew up across social media, which didn't surprise Aaron: "It's about human kindness, a person stepping forward to sacrifice something so that another may live. Pure, human kindness."

Aaron returned to covering the Blue Jackets in June. As the months passed, he has needed fewer tests and medications. The NHL honored Lindy for her selfless act in June, but even six months later she remains uncomfortable with the accolades.

"My initial approach to the testing was that everyone was doing this. It wasn't until much later that I realized that not everyone thinks like that," she says. "Then and now, I don't see myself as a hero. But I realize it's rare."

And for the first time in a while, Aaron can get excited about the future. He and his wife, Kate, "are already looking forward to Lindy's wedding next summer." Just like the rest of Lindy's family. "We're bonded for life," she says.





Like many international competitions, the Little League World Series and Little League Softball World Series produce highlight reels. Unlike other big-time events, one of their videos is devoted entirely to sportsmanship. This year's 5-minute montage features more than a dozen moments of empathy, compassion and fair play. For example:

- Teams representing the Southwest and Latin America, formed a circle, arm in arm, before their game.
- A catcher from Canada tied the shoes of a batter from Puerto Rico, followed by the catcher from Puerto Rico paying it forward to an opponent from Germany because ... have you ever tried to tie a shoe while wearing batting gloves?
- A batter from Canada gave a high five to a pitcher from Chinese Taipei, who nabbed his hot line drive for the third out of an inning.
- An injured player from Colorado, unable to play, helped the professional grounds crew water the infield dirt and tend the grounds. He received the groundskeeper's award that the pro crew normally bestows on one of its own.

"Those moments are such a big deal," Coach Jonathan Anderson of Lake Mary, Florida, says. "We want these kids to be competitors, but we emphasize that we share the experience of a lifetime and that we're all in this together."

The two moments garnering the most attention, though, were strikingly similar and came from the top of the heap – the winners of the baseball and softball tournaments. Before celebrating their victory in the baseball tournament, players from Lake Mary embraced and consoled their competitors from Chinese Taipei, who had just lost in heart-breaking fashion.

With the score tied 1-1 after regulation, the bottom of the eighth inning began with a Lake Mary runner on second. The first batter bunted to the pitcher, who wheeled and threw to an unmanned first base. The ball sailed into foul territory, and the runner on second scored the game-winner. Stunned players from Chinese Taipei dissolved into tears.

Lake Mary recognized their disappointment and honored it. Ignoring the language barrier, players reached out to their rivals, embracing and consoling them. "You want to say something, then realize the players might not speak English, so you just give them a shoulder," Coach Anderson says. "Seeing the kids do that was a great feeling." A nearly identical scene played out at the Little League Softball World Series after the team from Pitt County, North Carolina, defeated the team from Sterlington, Louisiana, 1-0 in the final. Before relishing their own victory, the champions first gathered around Louisiana's catcher to give her a group hug, then embraced the rest of their opponents.

"You're trying to instill in them to be good people," Pitt County Coach Brad Medhus says. "It's something that makes you very proud."

PITT COUNTY, NC'GIRL'S SOFTBALL

EAGUE SOFTBAL

Pitt County's show of compassion and empathy, he says, stems in part from the sting of last year, when six girls on this year's team lost in the series final. "Last year was a difficult moment, but a big growth moment," he says. "As a manager, you try to prepare them to do their best, win or lose."

The girls from Pitt County also were at their best when holding a vigil the night before the start of this year's World Series. A team from the Philippines had endured numerous travel delays, forcing them to miss the pre-tournament hoopla and even putting their participation in jeopardy. So Pitt County created signs and organized well-wishers to welcome the team when it finally arrived after 10 p.m. on the eve of the series opener.

"Our girls felt bad that the team from the Philippines missed the fun part," Coach Medhus says. "They decided to be their greeting party and let them know how excited we were that they made it. It was a cool thing, because the girls were there in their pajamas. They rounded up as many girls as they could from other teams. But they came up with this all on their own."

By winning this year, Pitt County earned the distinction of serving as champions for the tournament's golden anniversary. Organizers honored players from the first championship during the "fun part" of the pre-Series celebration. "The landscape in athletics for women and girls has changed so dramatically," Coach Medhus says. "It was good for our girls to meet those ladies, to see where they've come from and where we can go."

In one sense, both girls and boys teams already have reinforced where Little League is headed, carrying the torch of sportsmanship to pass on. "They have brought inspiration to so many," Coach Anderson says. "As 11- or 12-year-olds, they are role models for so many little ones that are coming right up behind us."



"THEY HAVE BROUGHT INSPIRATION TO SO MANY. AS 11- OR 12-YEAR-OLDS, THEY ARE ROLE MODELS FOR SO MANY LITTLE ONES THAT ARE COMING RIGHT UP BEHIND US."

- COACH JONATHAN ANDERSON



"ONE MAN PRACTICING SPORTSMANSHIP IS FAR BETTER THAN A HUNDRED TEACHING IT."

– Knute Rockne

STIFEL

WHERE SUCCESS MEETS SUCCESS

One Financial Plaza | 501 North Broadway | St. Louis, Missouri 63102 Stifel, Nicolaus & Company, Incorporated | Member SIPC & NYSE | www.stifel.com JAYDIN BLACKWELL

Citius, altius, fortius (faster, higher, stronger). That's the Olympic motto. But the original values of the Games were expressed in a document known as the Olympic Charter: encourage effort, preserve human dignity and develop harmony. Over time, they have evolved to:

- Strive for excellence and encourage others to do the same.
- Respect yourself, the rules, your opponents, the environment and the public.
- Celebrate friendship by setting aside rivalries, and realize that there is more that unites us than divides us.

Does any of this sound familiar? The overlap of Olympic and Musial ideals is total and complete. Perhaps no one embodied the Olympic/ Musial duality better this year than Paralympian Jaydin Blackwell.

A native of Little Rock, Arkansas, Jaydin competes in sprints in the T38 class, for athletes with impaired coordination. At his first Paralympics this summer, he crushed the world record in winning the 100 meters, then matched his own world record in taking gold in the 400. But Jaydin was a champ before he even left the blocks in Paris. He was preparing for the 100m final in the lane next to Peng Zhou of China, who was having difficulty securing a strap to his upper leg. Jaydin left his lane to help Zhou secure the strapping. After Zhou expressed his thanks, Jaydin patted him on the chest, as if to say, "You've got this." Just 10.64 seconds after this simple act of kindness, Jaydin earned a gold medal and a world record. Talk about instant karma and rapid rewards. He repeated both accomplishments days later in the 400.

"It feels really good to get the double gold," he said, "like I promised myself all those years ago."

Born premature after just 26 weeks, Jaydin was diagnosed at age 6 with cerebral palsy, a disease that affects a person's ability to move and maintain balance and posture. He didn't let that stop him from playing football after moving to Detroit and dreaming of NFL stardom, even

though his mom, Rochelle Davis, says he wasn't cut out for it. "He was faster than anyone else," she told The Independent, "but he was just too kind and polite." So, he joined the AAU's Motor City Track Club and competed in high school on a relay team that qualified for the state finals in 2021. He continued running in college, competing at Purdue University Northwest. "Cerebral palsy has not affected my hopes and dreams," he told the Detroit News. "It just makes my muscles tight, and I have to try more than the regular person."



He earned gold in the 100 and 400 at his first international meet, the 2023 World Para Athletics Championships. And despite his acclaim, he has remained humble and continued to train near his home in Detroit, staying close to family. "It means a lot to hear my mom cheering for me," he said after his victories in Paris. "She's been to every track meet since middle school, AAU, high school, collegiate level and now here. It means she's really dedicated, and she really loves me. And I appreciate that."

Along with the acclaim has come the realization that Jaydin is a role model, embracing his position as an advocate for Paralympians and inspiration for youngsters. "Don't let anyone stop you from what you want to achieve in anything you do," he says. "Don't let anyone tell you what you can or cannot do. You are your biggest advocate, your biggest strength."

LARRY FITZGERALD, JR.

2024 MUSIAL AWARD FOR EXTRAORDINARY CHARACTER

The Musial Award for Extraordinary Character is one of two special honors bestowed at the Musial Awards. It recognizes an individual who demonstrates remarkable class, perseverance and overall sportsmanship.

Throughout his 17-year career, Larry Fitzgerald, Jr. appeared just twice on the NFL's daily briefing of signings, releases, waivers and firings known as the Transaction Report: the day he was drafted, and the day he retired.

Which is appropriate. In all matters personal and professional, Larry is not a transactional guy. He's a relationship guy. His roots run deep, both in Phoenix and his hometown of Minneapolis. His connection to the quarterbacks who tossed his 121 touchdown passes was fleeting compared to the bonds Larry has nurtured in the community and in business.

For his commitment to excellence, sportsmanship and class on and off the field, he is most worthy of the Musial Award for Extraordinary Character.

As a youngster, those traits were instilled by his father, Larry, a journalist, and his mom, Carol, an advocate for youth education, breast cancer support, and caring for those living with HIV/AIDS. He also soaked up lessons as a ball boy for the Minnesota Vikings, "an opportunity of a lifetime to be around Cris Carter, Warren Moon, Joey Browner, Randy Moss and Robert Smith," Larry said in 2015. "To see their work ethic and dedication to their craft was really an eye-opening experience for a 14-year-old, 15-year-old."

After two years at the University of Pittsburgh, Larry was drafted third overall in 2004 by the Arizona Cardinals, where he spent his entire career building an unparalleled resumé.

- He was the youngest player to reach 1,000 receptions.
- His 1,432 receptions and 17,492 yards rank second all-time in the league.
- A 3-time All-Pro and 11-time Pro Bowler, Larry also was a member of the NFL 100th Anniversary All-Time Team.

Yet even as a rookie, he was laying the groundwork for his philanthropy. To honor his mom following her death while being treated for cancer, he founded the Larry Fitzgerald Foundation and Carol Fitzgerald Memorial Fund. The organization funds research, awareness and resources for breast cancer patients and families, particularly in underserved communities. He later added the First Down Foundation, which supports programs for young people in Phoenix and Minnesota that focus on reading proficiency, afterschool services, sports camps and bridging the technology gap. For this, he received the 2016 Walter Payton Man of the Year Award.

FOR HIS COMMITMENT TO EXCELLENCE, SPORTSMANSHIP AND CLASS ON AND OFF THE FIELD, HE IS MOST WORTHY OF THE MUSIAL AWARD FOR EXTRAORDINARY CHARACTER.

Despite the gaudy stats and spectacular catches, Larry avoided showboating, preferring to simply hand the ball to the official. That small gesture of sportsmanship was just one hallmark of his respect for the game and made him the obvious recipient of the inaugural Art Rooney Sportsmanship Award in 2014. He now serves as a judge, nominating finalists for the annual honor that is voted on by the players.





"I've never caught a touchdown by myself," he said in accepting the award. "It's the offensive line protecting the quarterback, the quarterback throwing the ball. It's me doing my job. ... So, I would be wrong to take singular credit for that."

He still dabbles in sports, as an analyst for ESPN and cohost of the "Let's GO!" podcast with Jim Gray and Tom Brady. A two-time winner of the Pebble Beach Pro-Am, Larry also works with PGA Reach to increase diversity in golf. He's also a longtime chess aficionado and serves on the board of First Move Chess, which brings the game into the classroom and home for kids.

But much of his passion is directed to the corporate world, where Larry Fitzgerald Enterprises has invested in more than 150 companies focused on sustainability, technology and lifestyle. He also speaks to groups, ranging from youth camps to business executives, about the impact of mindset, mentorship, perseverance and community service, and relishes any opportunity "bringing people together, collaborating, or helping them with their confidence."







BREASHA PRUITT

As a former gymnast, Breasha Pruitt knows a thing or two about flips. She flipped the script on her own experiences to provide a nurturing environment for athletes at Breasha Pruitt Elite Gymnastics in Evansville, Indiana. And when another team suddenly needed a coach, Breasha vaulted to a perfect score in kindness, class and empathy. Just two weeks before a major state competition in March, the coach at a nearby gym was injured and unable to coach or make the meet. So, in addition to 15 of her own athletes, Breasha stepped up to coach nine of her rivals.

"I agreed to take on anyone that needed a place, because I remember my own coach being unable to go to elite nationals," Breasha says. "So, I looked past the girls as rivals. It was more a case of just helping someone in need." For two weeks, the athletes trained together, then competed for their respective gyms, all under Breasha's guidance. They seemed to bring out the best in each other. Among the girls from Breasha's gym was a state champion and two who finished second in their divisions. All nine girls she "adopted" improved on their scores from the year before.

"Both groups did amazing," Breasha says, "I was happy for them." But perhaps most gratifying was that her original athletes "were welcoming and took the girls in as part of our team. They trusted me enough that it would work out."

Breasha appreciates the joy of gymnastics and wants to pass it on. She was USA Gymnastics' Indiana and Regional all-around champion and a Junior Olympic national champion on uneven bars. A two-time elite national team member, she represented the U.S. in competitions in France and Australia.

But her path was pockmarked with adversity. She left her home, school and family in Kentucky as a 6th grader to train hundreds of miles away. Living with a series of host families, she was homeschooled and trained up to eight hours a day. Coaches could be unfair and cruel: berating her, using racial slurs and harshly punishing small mistakes and tardiness. She later earned multiple college scholarships but returned home after a year at the University of Georgia because of injury.

Any one of these obstacles would have been enough to turn her back on the sport. Instead, she says, "I wanted to be the change. You can't be the change if you don't stand up for it. We need coaches that want to do things the right way, not the old way." So, she set up her own gym, the first Black-owned gym in Indiana, based on her personal pillars of positivity, family, kindness and fun. "I wanted my girls and boys teams to be able to stay at home to get the coaching they deserve," she says. Others have noticed. Two years ago, the Positive Coaching Alliance named her Double-Goal National Coach of the Year. She received the Kentucky Colonel Award from Governor Andy Beshear and served as 2023 commencement speaker at the University of Southern Indiana College of Science, Engineering, and Education. The most recent and personal honor came after the state competition, when all the girls Breasha coached at the state meet decided to stay with her.

"I WANTED TO BE THE CHANGE. YOU CAN'T BE THE CHANGE IF YOU DON'T STAND UP FOR IT. WE NEED COACHES THAT WANT TO DO THINGS THE RIGHT WAY, NOT THE OLD WAY."

- BREASHA PRUITT

"The goals were to help them get to State and to keep up their skills," she says. "It was never for them to stay with me, but I'm glad we'll all be wearing the same uniform this year."

SALVADOR DERET

No, those bald spots on the Lard family's yard in suburban Kansas City are NOT the result of negligence or pestilence. Instead, the dirt patches are a sign that the yard has hosted countless Wiffle ball games for the neighborhood kids, who nicknamed it The Sandlot. But when Royals catcher Salvador Perez happened by and decided on a whim to join them, it became their Field of Dreams.

"He's not taking one day for granted," teammate Bobby Witt Jr. says of the player known as Salvy. "He's playing the game like it's his last day to play. It's amazing. I wish everyone would get to play with Salvy." Wish granted for Cameron Lard and his friends.

Salvy was headed home on an off day after having lunch with a friend when he spotted the kids playing. "I was in my car and thought, 'should I stop or not?' You know me. I like to make kids happy," Salvy says. "I tell myself, 'Stop and say hi to these kids.' So, I just stop, get out of my car and say, 'Hey, guys, can I play with you guys?" Their mouths opened wide, he says, and they yelled, "That's Salvy! That's Salvy! Yeah come and play with us."

Cameron's dad, Terry, and a neighbor grabbed their phones. His mom, Lesley, shared the event with the world on social media. The videos capture the bald spots in all their glory as Salvy rounds the bases with a homer. The pitcher, young Henry Golubski, says he, "gave him one down the middle," but Salvy quickly added that he also struck out. Hitting the Blitzball the kids used, he says, "was kind of hard. That ball moves a lot."

At Salvy's request, Lesley also took a group photo, showing kids aged 7 or 8 to early teens gathered around the Royals catcher. "It reminded me where I come from," Salvy says. "It was pretty cool, one of the best moments of my career, playing with these guys and seeing all these kids happy. It means a lot to me." A few days later, Salvy sent a friend to The Sandlot with a signed bat. He then video chatted with the players, saying, "You're supposed to wait for me to play!"

The Royals didn't seem surprised in the least that their captain and this year's recipient of the Roberto Clemente Award for his humanitarian efforts would spontaneously spread joy and goodwill. World Series MVP, nine-time All-Star and five-time Gold Glover, Salvy is a member of Sarah's Soldiers, raising money to cure ALS. He also donated \$1 million to help found K.C.'s Urban Youth Academy. This summer, he hosted a baseball clinic for more than 100 kids from the city's underserved neighborhoods, then sent each one home with a backpack full of school supplies.

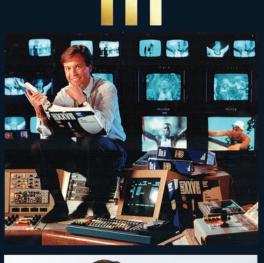
"There's so much respect he's garnered from everybody in the game, and I think that's from the way he treats people," Royals Executive Vice President and General Manager J.J. Picollo says. "But I think more than anything else, he connects with our fans and our community better than anybody else." In ways that mirror and honor Stan's legacy.

His projects span continents as well. He has worked with his mom, Yilda Díaz, to aid more than 10,000 families over the past decade with food and supplies in their hometown of Valencia, Venezuela, where he also set up a baseball academy. He has paid for dozens of surgeries for children with cleft lips and annually gives more than 1,000 toys to children's hospitals. "What makes me really happy is when kids say, 'I want to be like you,' Salvy says. "I tell myself 'if all these kids are trying to be like you, you're doing a pretty good job.""

"THERE'S SO MUCH RESPECT HE'S GARNERED FROM EVERYBODY IN THE GAME, AND I THINK THAT'S FROM THE WAY HE TREATS PEOPLE."

- J.J. PICOLLO

BOB COSTAS 2024 STAN MUSIAL LIFETIME ACHIEVEMENT AWARD FOR SPORTSMANSHIP







The Stan Musial Lifetime Achievement Award for Sportsmanship is the pinnacle honor bestowed at the Musial Awards. It recognizes iconic sports figures who exemplify sportsmanship and embody the class, dignity, generosity, excellence, civility and integrity for which Stan The Man was known.

No matter the subject, the persona Bob Costas projects into living rooms across America combines a rapier wit, concise insights, romanticism and leavened gravitas. The only person to win Emmy Awards for news, sports and entertainment, Bob seldom breaks character.

Stan Musial made him do it.

Bob delivered a eulogy at Stan's funeral, choking up not once, but twice. The first time, he was sharing the story of Stan asking to play cards at an All-Star game with the Black players, gathered in a corner and ignored by the other White players. The second was when he conveyed the admiration that Mickey Mantle held for Stan. He relayed Mickey's words, "Stan was a better man than me," but stopped again to collect himself.

"I've learned this about myself," Bob said later. "What sometimes chokes me up involuntarily isn't stuff that's sad. Decency chokes me up." Decency isn't readily marketable for a media superstar. It is invaluable – make that essential – for the winner of the Stan Musial Lifetime Achievement award, as are other traits that Bob shares with Stan: class, dignity, generosity, integrity and excellence.

Like Stan, Bob embraces humble beginnings. As a kid, he would listen to baseball broadcasts from the car in the driveway of his home on Long Island. The Pirates' Bob Prince, Detroit's Ernie Harwell, the Cardinals' Harry Caray and Jack Buck were his heroes, equal to Mickey Mantle. Second, Stan and Bob share an adopted hometown. Bob's first job after graduating from Syracuse was at KMOX as the voice of the ABA Spirits of St. Louis, where he proved that his polish was rooted in elbow grease.

From there, Bob blended humor, composure and sophistication to become The Guy for The Big Stuff at NBC: the NBA Finals, the World Series, six Super Bowls and 12 Olympics. He also became the network's designated sports bon vivant, appearing with Johnny Carson, Jay Leno, Conan O'Brien, David Letterman, even on "Meet the Press" and "Saturday Night Live." Eventually, he hosted his own long-format interview shows for NBC and HBO.





And he reaped the rewards, including 29 Emmys and induction into the Sports Broadcasting Hall of Fame in 2018. That same year, Bob earned the Ford C. Frick Award and a place in the National Baseball Hall of Fame.

Introducing Bob at Cooperstown, broadcast partner Joe Morgan, noted Bob's "relentless work ethic. Costas has served as one of the game's great ambassadors, leaving an indelible mark on the national pastime while inspiring a generation of media who saw in him the possibility of achieving a career in sports broadcasting."

But he's just as noted for a generous spirit away from the microphone. For more than a quarter century, Bob has supported SSM Health Cardinal Glennon Children's Hospital and its pediatric cancer center that bears his name. He has hosted fundraisers and celebrity galas as well as serving on its board of governors.

"When you see how a hospital, which can be a foreboding place for any patient, let alone a small child, is turned into a place of warmth and kindness and humanity, it's deeply touching," he says.

Like Stan, Bob makes time for everyone and everything, from hosting a charity benefit to a chat with a fan. His attention to detail in journalism matches Stan's to baseball. Bob crafts his stories to be fair to all sides, with respect for balance, integrity and the English language. A fitting example comes from his eulogy for Stan: "It's more important to be appreciated than to be glorified, to be respected than to be celebrated ... friendship is more important than fame."

So, Joe Morgan's opening words at Cooperstown are especially poignant. Joe looked past the accolades and career highlights, saying simply and directly. "I'm introducing a friend today." Nothing flashy; just plain decent.

"IT'S MORE IMPORTANT TO BE APPRECIATED THAN TO BE GLORIFIED, TO BE RESPECTED THAN TO BE CELEBRATED... FRIENDSHIP IS MORE IMPORTANT THAN FAME"

- BOB COSTAS





TUNE IN FOR THE NATIONALLY TELEVISED SHOW! THE Musio AWARDS®







CHECK LOCAL LISTINGS FOR THE AIRTIME IN YOUR MARKET

AIRING IN ST. LOUIS ON KMOV CHANNEL 4

UMB.com | 314.612.8667

UMB is proud to sponsor The Musial Awards.

At UMB, we believe in giving back to the communities we serve through our dedication to bettering people's lives.

That's why we are proud to support the St. Louis Sports Commission and the National Sportsmanship Foundation and its mission to empower people to lead healthier, happier lives through the values of sportsmanship.



Member FDIC

ST. LOUIS' TRIPLE CROWN OF NCAA CHAMPIONSHIPS



2025 NCAA MEN'S FROZEN FOUR April 10 & 12, 2025



2026 NCAA DIVISION I MEN'S BASKETBALL 1ST & 2ND ROUNDS March 20 6 22, 2026



2027 NCAA DIVISION I WRESTLING CHAMPIONSHIPS March 18-20, 2027













Celebrating your spirit

Proudly supporting the 2024 Musial Awards, where moments of sportsmanship and the individuals who exemplify grace and goodwill are honored. Thank you for making a difference.

B2B EI243644063 10/24 ©2024 UnitedHealthCare Services, Inc. All rights reserved.





RESPECT THE REFS MAKE THE GAME BETTER



The mission of the Let 'em Play program is to remind fans, coaches, and players that referees are to be respected and unsportsmanlike behavior is unacceptable.

Let 'em Play is a program of the St. Louis Sports Foundation, the St. Louis Sports Commission's charitable affiliate. The Sports Foundation implements programs and activities that promote sportsmanship, create positive environments for kids to play sports, and help young people lead healthier, happier lives.

HOW LET 'EM PLAY AIMS TO HELP

- Provide simple, consistent, and widespread messaging as reminders to parents that it is just a game, referees are human beings doing the best they can.
 - Signage at most of the facilities where games occur
 - Parent/Coach registration pledge
 - Digital toolkit to show support and spread message
 - Referee appreciation programs
 - Sportsmanship Brigade reward good sportsmanship

LEARN MORE & JOIN THE PROGRAM! sportsmanship.org/letemplay



THE STORY BEHIND THE STORY

The St. Louis Post-Dispatch is proud to deliver the most comprehensive sports coverage in print and online at STLtoday.

From preseason to the playoffs, we bring our readers along to every game.

From the first pitch, the opening puck drop, the kick-off or the first jump ball, you'll get it all from us.

🔝 ST. LOUIS POST-DISPATCH

STLtoday.com/sports



HELP YOUR DOG THRIVE

Each soft chew contains glucosamine, collagen, chondroitin sulfate and hyaluronic acid to help maintain healthy cartilage and joints.





Formulated to support mobility and normal daily activities such as walking, climbing and general movements



Soft chews with a taste your dog will love

Learn more or buy now at





Contains omega-3 fatty acids from cod liver oil to support a normal inflammatory response in joints from natural aging



Purina trademarks are owned by Société des Produits Nestlé S.A. Any other marks are property of their respective owners.

Joint Care

WINE JOINT SUPPORT

PURINA

GRAYBAR THAT'S MAXIMIZING YOUR TOTAL PROJECT VALUE

1-800-GRAYBAR - GRAYBAR.COM

©2024 Graybar Electric Company, Inc. All Rights Reserved.



GraybaR

ST. LOUIS SPORTS COMMISSION UPCOMING EVENTS		
2025		
A State Jamar	March 6-9	Missouri Valley Conference Men's Basketball Tournament Enterprise Center
œ	March 13-25	ACHA National Championships Centene Community Ice Center
FRÜZEN FOUR	April 10 & 12	NCAA Men's Frozen Four Enterprise Center
	May 2025	10 th Annual Biz Dash 5K presented by World Wide Technology Lou Fusz Plaza at Energizer Park

VIEW THE FULL EVENTS CALENDAR AT STLSPORTS.ORG/EVENTS.



Creating unique, locally-crafted, premium chocolates for your business, social & festive occasions.

129 W. 1st St, O'Fallon, IL

(314) 824-8880

saddlebackchocolates.com

COMMISS

Welcome to Forvis Mazars.

Providing clarity. Building confidence.



forvismazars.us Assurance | Tax | Consulting



Celebrate extraordinary sportsmanship with an extraordinary beer



ENJOY RESPONSIBLY © 2021 Anheuser-Busch, Budweiser® Lager Beer, St. Louis, MO



We salute the winners of this year's Musial Awards.

At Maryville, we believe that true champions aren't just measured by their victories, but by their commitment to integrity, respect, and doing what's right. That's why we proudly sponsor the Musial Awards, a celebration of the most inspiring and unforgettable acts of sportsmanship throughout the year.

These moments remind us all that sports are about more than competition they're about heart, character, and the power of doing good. Together, we honor the athletes and everyday heroes who elevate the game by setting a standard of excellence both on and off the field.

Maryville, where character always wins.

