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**Media Alert:**  
Nov. 9, 2006

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**LU Sports SoundOff will include Twist, Van Slyke, others**

**Who:** Tony Twist (former NHL hockey player), Andy Van Slyke (former Cardinal and current Detroit Tigers coach), Frank Viverito (president of the St. Louis Sports Commission) and Lisa Bedian (former CBS sports producer and current sports marketer).

**What:** A lively exchange on a variety of hard-hitting sports topics, such as steroids and money influence in professional sports, featuring the above panel and structured in the same format as ESPN's *Pardon the Interruption*.

**When:** 3 p.m., Monday, Nov. 13, 2006

**Where:** The Anheuser-Busch Leadership Center, in the Spellmann Campus Center on the main campus of Lindenwood University, 209 S. Kingshighway, St. Charles.

**Why should you come?:** Having a collection of well-known sports figures like Twist and Van Slyke in the same room is truly unusual. The exchange promises to be lively with the collection of discussion topics and Bedian and Viverito on the panel. Somewhere between 100 and 200 people from the Lindenwood community are expected to attend.

**For more information:** Contact David Arns, professor of management, at 636-949-4789.

The first-ever Lindenwood University Sports SoundOff is a joint project of Lindenwood University's Sports Marketing and Event Management classes, under the direction of David Arns, professor of management.