



## Chick-fil-A College Football Hall of Fame Releases New Content Series “Lessons from Legends” to Celebrate 150<sup>th</sup> Anniversary of the Game

New series honors five players and coaches starting on September 27.

**Atlanta (September 19, 2019)** – The Chick-fil-A College Football Hall of Fame is excited to premiere its new digital series: **Lessons from Legends**. The five-episode series will share intimate interviews with College Football Hall of Fame inductees including **Frank Beamer**, **Tommie Frazier**, **Dat Nguyen**, **Paul Palmer** and **Charles Alexander**.

Lessons from Legends will highlight some of college football’s biggest plays, well-known players and coaches, and lessons learned on and off the field, during the 150<sup>th</sup> anniversary season of the game. There is no better time than now to honor some of the legends enshrined in the Hall of Fame.

Catch the first two-minute episode on Friday, September 27 on the Hall’s [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#) pages. The video features 2018 College Football Hall of Fame inductee Frank Beamer talking about the game, lessons he shared with his players, and the positive impact football has had on his family. New episodes will be posted every week through October 25.

To share your football lessons, use the hashtag **#LessonsfromLegends** and follow us on social media for more content. You don’t want to miss it!

Programming includes:

- **Sept. 27: Coach Frank Beamer, Murray State and Virginia Tech**  
Known as one of the most influential minds in the game of college football, Coach Frank Beamer talks about family, playing with integrity and the legacy he left behind.
- **Oct. 4: Tommie Frazier, NE Quarterback**  
Tommie knew he was going far from home when he agreed to play quarterback for the University of Nebraska. He quickly learned that his team was his new family.
- **Oct. 11: Dat Nguyen, TAMU Linebacker**  
The name Dat Nguyen means player, coach, and businessman. Some lessons from the field never go away and he knows the secret to motivating a team.

- **Oct. 18: Paul Palmer, Temple Running Back**

Being the first College Football Hall of Fame inductee from Temple is no small feat. Paul is humbled by the honor.

- **Oct. 25: Charles Alexander, LSU Running Back**

Charles Alexander wasn't a starter until his junior year at LSU. In this episode, he shares what it means to trust the process and persevere.

## **150 Years of Celebrating "More"**

Every real fan knows that college football is more than just going to a tailgate, cheering on your team and talking smack to your rival. During the 150<sup>th</sup> anniversary season of college football, the Hall is sharing more about what it means to celebrate the game, culture and lifestyle of college football with our #MoreThanA campaign through a series of social content, videos and blogs across multiple platforms.

- Week 1: **#MoreThanAGame** on September 30
- Week 2: **#MoreThanAPlayer** on October 14
- Week 3: **#MoreThanACoach** on October 28
- Week 4: **#MoreThanAFan** on November 11
- Week 5: **#MoreThanARivalry** on November 25
- Week 6: **#MoreThanATrophy** on December 25
- Week 7: **#MoreThanAFanAmbassador** on January 6
- Week 8: **#MoreThanAMuseum** on January 13

Follow along with us and join the conversation using the above hashtags each week! We can't wait to hear your story.

## **About the College Football Hall of Fame**

The Chick-fil-A College Football Hall of Fame is a 94,256-square-foot attraction located in the heart of Atlanta's sports, entertainment and tourism district. Adjacent to the Georgia World Congress Center and Centennial Olympic Park, the Hall provides visitors with a highly immersive, interactive and engaging experience using a blend of historic college football artifacts and state-of-the-art, interactive multimedia exhibits. The National Football Foundation (NFF) launched the Hall in 1951 to stand as one of the nation's premier sports shrines, immortalizing the game's greatest players and coaches as positive role models for future generations. Atlanta Hall Management, Inc., partnered with the NFF to construct and operate the Hall of Fame attraction, which provides a platform for community outreach, education and character development initiatives, as well as serves as one of Atlanta's premier special event spaces. For more information on the Chick-fil-A College Football Hall of Fame, a 2019 TripAdvisor® Certificate of Excellence recipient, please visit [www.cfbhall.com](http://www.cfbhall.com).