

PRESS RELEASE

Contact: Madison Roberts/Lauren Witt, The Point Group
Phone: 214-378-7970 ext. 304/306
Mobile: 281-684-9857 / 817-721-5576
mroberts@thepointgroup.com / lwitt@thepointgroup.com

FOR IMMEDIATE RELEASE
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The Cardinal at North Hills to Host Legendary Football Coach Lou Holtz

RALEIGH, N.C., May 23, 2019 – The Cardinal at North Hills, Raleigh’s premier urban continuing care retirement community, is thrilled to host Lou Holtz, one of the most successful college football coaches of all time. Nearly 200 guests will enjoy a once-in-a-lifetime opportunity to see the national championship coach speak. Holtz has also authored three *New York Times* best sellers and worked as an ESPN football analyst. Today, he’s a co-host for multiple sports show on SiriusXM and lives in Orlando with his wife.

Holtz will deliver his keynote address followed by a book signing on **Wednesday, June 26 at 2:00 p.m.** This event is for residents, local reporters and photojournalists, as well as invited guests of The Cardinal at North Hills (4030 Cardinal at North Hills Street). A private meet and greet will kick things off starting at 1:30 p.m., followed by the presentation. After the presentation there will be a Q&A session followed by a book signing at 3:15 p.m. This event at The Cardinal at North Hills is a part of the Art of Living Well® Speaker Series. While this event is not open to the general public, media is invited to attend. Reporters will be able to do interviews prior to the start of the event from 1:00 to 1:30 p.m. These interviews must be scheduled in advance. The media will be allowed to record the first three minutes of the presentation for b-roll.

“We are delighted to offer residents and special guests this amazing opportunity to hear Lou Holtz’s message of overcoming seemingly impossible challenges by setting your own goals,” said Tom Ford, executive director of The Cardinal at North Hills. “Holtz has built a reputation as a motivator and is someone who relishes hard work. He’s a great reflection of the Art of Living Well philosophy, which we use to strengthen the minds, bodies and spirits of our residents. It will be an enlightening and captivating presentation for all who attend.”

Lou Holtz is the only coach in the history of college football to take six different teams to a bowl game and to have four different college teams ranked in the final Top 20 poll. Despite never inheriting a winning team, he compiled a 243-127-7 career record, which ranks him third in victories among active coaches.

Holtz became the 25th head coach at Notre Dame following head coaching stints at Minnesota, Arkansas, North Carolina State and William & Mary. In just two seasons, he put the Fighting Irish back into a major post-season bowl game for the first time in seven seasons.

In his 11 seasons at Notre Dame, Holtz chalked up more victories than the number accumulated by Parseghian, Rockne or Leahy in their first 11 years on the jobs. The famed coach also led the Irish to their national championship win in 1988. Holtz is the 2008 recipient of the Notre Dame Monogram Club's highest honor, the Moose Krause Distinguished Service Award.

After his departure from Notre Dame following the 1996 season, he joined CBS Sports' "College Football Today" for two seasons as a sports analyst. From 1999 to 2004 he returned to football, leading The South Carolina Gamecocks to back-to-back January 1 bowl games for the first time in the history of the school and defeating Ohio State in consecutive bowl appearances. In 2008, Holtz was inducted into the College Football Hall of Fame.

Holtz has authored several *New York Times* best-selling books: "The Fighting Spirit," which chronicled Notre Dame's 1988 championship season; "Winning Everyday: A Game Plan for Success" (August 1998), which has been published in several languages; and "Wins, Losses and Lessons," an autobiography of his life and the lessons he has learned. His latest book, which was released in February 2019, is "Three Rules for Living a Good Life: A Game Plan for After Graduation."

"We're proud to bring The Art of Living Well philosophy to all of our residents at The Cardinal. The programs go beyond social activities, targeting all aspects of a healthy lifestyle to strengthen the mind, body and spirit," said Ford. "The annual speaker series brings in a wide range of voices, which in turn spark curiosity and learning. It's great to see these events bring our community together."

If you are interested in attending the event, covering this story or setting up an interview with Lou Holtz, please contact Madison Roberts via phone at 281-684-9857 or email at mroberts@thepointgroup.com or Lauren Witt via phone at 214-378-7970 ext. 306 or email at lwitt@thepointgroup.com.

ABOUT THE CARDINAL AT NORTH HILLS

The Cardinal at North Hills is Midtown Raleigh's premier continuing care retirement community located in the vibrant North Hills Midtown District, steps away from a variety of walking trails, retail shops, delectable restaurants, theaters, concerts, medical services and much more. Within the 6-acre campus, The Cardinal features 165 luxurious independent living apartments, as well as assisted living apartments, memory care suites, private rooms for short-term rehabilitation and skilled nursing, all accessible under one roof and nestled within a lively urban setting.

At The Cardinal at North Hills, residents enjoy a variety of amenities including healthy chef-prepared dining choices delivered in the bistro, main dining room or pub. The community also



4030 Cardinal at North Hills Street,
Raleigh, NC 27609
(919) 578-4372
<http://www.kiscoseniorliving.com>

has a state-of-the-art fitness center and award-winning wellness program, full-service health and beauty salon, blooming gardens, courtyards with walking paths, outdoor entertaining areas and terraces, and a full list of daily activities from which to choose. Residents are also provided with housekeeping and linen service, concierge services, scheduled transportation, intellectually stimulating events and activities, as well as opportunities to engage in social and recreational programs. It is a place where people can share passions, live in balance and build a lasting legacy.

As a Kisco Senior Living community, The Art of Living Well® philosophy is in every aspect of community life. Unique social and wellness opportunities strengthen the mind, body and spirit.

For more information, call 561-232-6700 or go to lifeatthecardinal.com.

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