



For immediate release

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“Winning the Wilkinson Way:” Coach Bud’s son to speak at Touchmark

EDMOND, Okla. – The son of legendary University of Oklahoma Coach Bud Wilkinson will speak at Touchmark at Coffee Creek 2 p.m. Aug. 20.

Touchmark is located at 2801 Shortgrass Road, just off Covell. There is no charge, but seating is limited. RSVPs can be made by calling 405-340-1975.

Jay Wilkinson will share from his recently released book, “Winning the Wilkinson Way,” about his father’s career, leadership and nuggets of wisdom, such as “the will to prepare is more important than the will to win.”

Wilkinson wrote the stories to entertain and inspire. His presentation is similar. In his affable style, he will talk about “his heroes who have always been football coaches.”

An All-American football player himself, Wilkinson served under Gov. Dewey Bartlett and President Nixon before spending a long and successful career as a corporate executive.

Wilkinson was a recipient of the 1989 NCAA Silver Anniversary Award, presented to six former athletes each year who have excelled in business and civic achievement 25 years after graduation. In 1979, he was inducted into the Duke Sports Hall of Fame, and in 2010 into the Atlantic Coast Conference Class of Legends.

About the book, Jay Wilkinson said:

“‘Winning the Wilkinson Way’ is not about the destination, but about the journey to reach the final goal. How good you want to be, ultimately, is up to you. ‘Winning the Wilkinson Way’ is about a process in which your preparation, dedication, effort and sacrifice, both for the cause and for the good of your own team, are what matter most and that success will be a natural and inevitable extension of this process.”

About Touchmark at Coffee Creek

A full-service retirement community, Touchmark at Coffee Creek offers a wide range of homes and lifestyle options and is located at 2801 Shortgrass Road, just off Covell. Touchmark is part of the Coffee Creek 638-acre planned residential development, which includes a golf course, recreational centers and walking and biking trails for Coffee Creek homeowners. For more information, contact Touchmark at 405-340-1975 or visit TouchmarkEdmond.com.

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