

PSA FOR “THIS GAME IS NO SECRET”

This Game is No Secret, nor should be the pioneers and future trailblazers of this game.

With just 23 black head coaches in college basketball’s five major conferences, ERACISM was founded to work with college athletics departments to advocate and bring forth sustainable change through education, awareness, and action in the basketball coaching ranks.

America is a socially diverse nation that continues to make progress against racism through enhanced dialogue and providing opportunities.

We can no longer sit on the sidelines.

This Game is No Secret pays tribute the legacy of Coach John McLendon and all of the coaches who continue to follow in his footsteps.

To learn more about Coach McLendon, this initiative and Eracism, please visit ThisGameIsNoSecret.com

#Eracism4Ever

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MORE INFORMATION ON “THIS GAME IS NO SECRET”

The 5th Annual “This Game is No Secret” begins on Feb. 3 and runs through Black History month. Teams across the country will honor the legacy of Coach McLendon by wearing t-shirts with those words five words -- THIS GAME IS NO SECRET. The idea is to make this an annual event. It is an opportunity for players, coaches, and fans to learn more about Coach McLendon who is one of the greatest coaches in basketball history.

- Download everything you need for “This Game is No Secret”
<https://www.thisgameisnosecret.com/>
- Please use the hashtag **#NoSecret** When posting photos and video to social media.
- If you have any questions, please contact Angela Lento at angela_lento@collegeinsider.com or Gary Stewart at glstewart@stevenson.edu
- We would greatly appreciate if you can email any photos and/or video to us at natalie_rivers@collegeinsider.com
- This Game is No Secret promo video:
<https://vimeo.com/647039072>
- For more information about “This Game is No Secret” and Eracism please visit:
<https://www.eracism4ever.com/>

ERACISM

EQUALITY, RECONCILIATION, ACTION - COACHES INCLUSION SOCIAL MOVEMENT