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PRESS RELEASE

Keith LeClair Story to be Released

HOUSTON, Texas—February 19, 2010—*Coaching Third: The Keith LeClair Story*, an account of the inspirational life of former East Carolina baseball coach Keith LeClair, will be available on March 5. The book's launch will coincide with the LeClair Classic, the annual tournament held at ECU's Clark-LeClair Stadium in honor of the late coach.

The author of *Coaching Third*, Bethany Bradsher, has been covering ECU athletics for more than a decade, and has been a journalist since 1990. In 1995 as a sportswriter for the Spartanburg *Herald-Journal*, she covered the inaugural two seasons of the Carolina Panthers and the preparations for the 1996 Summer Olympics in Atlanta. She has written for the Associated Press, the Durham *Herald-Sun*, the Orlando *Sentinel*, the Houston *Post* and various magazines. *Coaching Third* is her first book.

Keith LeClair was the head coach at ECU from 1997 to 2002 before he was forced to step down due to the effects of amyotrophic lateral sclerosis (ALS, also known as "Lou Gehrig's Disease"). He led the Pirates to four consecutive NCAA Regional appearances, but his greatest impact came through his courage in the face of his debilitating disease. He died on July 17, 2006.

Coaching Third is being published by Whitecaps Media out of Houston, Texas. It will be available at Greenville-area bookstores as well as online through www.coachingthird.com and www.whitecapsmedia.com.

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