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### **Atlanta Sports Council to Honor John Schuerholz with 2018 Lifetime Achievement Award Presented by Coca-Cola**

**ATLANTA** (Jan. 23, 2018) – Former Atlanta Braves general manager and National Baseball Hall of Fame inductee John Schuerholz will receive the Atlanta Sports Council’s Lifetime Achievement Award Presented by Coca-Cola at the 2018 Atlanta Sports Awards on June 7 at The Fairmont.

From 1990 to 2007, Schuerholz served as general manager of the Atlanta Braves, turning the team’s six-year losing streak around within his first year. Following his 17 legendary years as general manager, Schuerholz spent the next decade as the Braves president. Since 2016, he has served as the team’s vice chairman.

“Widely considered one of the most successful and influential general managers in baseball history, John forever changed Atlanta Braves baseball,” said Dan Corso, president of the Atlanta Sports Council. “As both a community leader and a 50-year baseball veteran, John embodies all that the Lifetime Achievement Award stands for, and we look forward to recognizing his achievements on June 7.”

In addition to his influence on the diamond, Schuerholz made his mark on the local community as a board member of YES! Atlanta, a local non-profit that provides mentorship to at-risk youth of Atlanta. A passionate advocate for Yes! Atlanta, Schuerholz donated his name to an annual golf tournament that benefitted the organization.

As president of the Atlanta Braves, Schuerholz oversaw the Atlanta Braves Foundation, which provides financial support to local organizations and strives to make a positive impact on the community.

A Baltimore native, Schuerholz began his front office baseball career in 1966 as a personal assistant to Lou Gorman, who was the director of player development for the Orioles at the

time. Schuerholz was promoted to general manager of the Kansas City Royals in 1981, leading the team to its first World Series win in 1985. Following that season, he was named the Executive of the Year by *Sporting News*.

In 1990, Schuerholz was drawn to Atlanta and took on the role of general manager of the Braves, a team that had finished last in its division that year.

Under Schuerholz, the Braves made MLB history, finishing first in their division for 14 consecutive seasons (1991-2005), securing five National League pennants and winning the 1995 World Series. Schuerholz was the first general manager to ever win a World Series in both the American League and National League – the Royals in 1985 and the Braves in 1995.

In August 2016, Schuerholz was inducted into the Braves Hall of Fame, and in July 2017, he was inducted to the National Baseball Hall of Fame.

“I am humbled and honored to be given this recognition by the Atlanta Sports Council, and it’s even more special given that this community has been our home for nearly 30 years and the relationships we have made here I truly cherish,” said Schuerholz. “It is with deep gratitude that I accept this honor on behalf of the players, coaches and front office team members of the Atlanta Braves who, working together, helped build a championship organization that achieved a level of success of which we are most proud.”

Schuerholz will join some of Atlanta’s best in receiving the Lifetime Achievement Award, including most recently Arthur Blank (2017), John Smoltz (2016), Tom Glavine (2015), Tommy Nobis (2014), Chipper Jones (2013), Dominique Wilkins (2012) and Bobby Cox (2011).

The Atlanta Sports Awards will be held at The Fairmont in West Midtown for the first time in 2018. The awards, created by the Atlanta Sports Council in 2006, highlight the high school, collegiate and professional sports community in Atlanta.

### **Atlanta Sports Awards**

Created in 2006 by the Atlanta Sports Council, the Atlanta Sports Awards has become a way to rally the Atlanta sports community to recognize athletic excellence on a yearly basis. The Atlanta Sports Awards honors those who distinguish themselves from among the five million people living in Atlanta. That includes all professional sports teams, universities, junior colleges and more than 250 public and private high schools in Atlanta. For more information and tickets, visit [www.AtlantaSportsAwards.com](http://www.AtlantaSportsAwards.com).

### **Atlanta Sports Council**

The **Atlanta Sports Council** (ASC), a division of the Metro Atlanta Chamber, facilitates the growth and development of sports in metro Atlanta by serving as a recruiter for major regional, national and international sports events. The organization plays an important role in improving the quality of life for residents in the region through sports, working to drive economic growth and visibility and acting as an advocate for the area teams and annual sports events. For more information, visit [www.AtlantaSportsCouncil.com](http://www.AtlantaSportsCouncil.com).