



# **Bowerman and the Men of Oregon: The Story of Oregon's Legendary Coach and Nike's Co-founder**

*Kenny Moore*

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The first biography of the legendary track coach, and founder of Nike, who had an unparalleled impact on the sport of running

During his tenure as track coach at the University of Oregon from 1949 through 1972, Bill Bowerman won 4 national team titles, trained dozens of milers to break the 4-minute barrier, and his athletes set 13 world and 22 American records. Single-handedly he helped turn the college town of Eugene, Oregon, into the running capital of the world.

In *Bowerman: The Wings of Nike*, Kenny Moore, a world-class marathon runner and one of Bowerman's Oregon men, tells the story of his mentor and hero, drawing on years of taped interviews and the full cooperation of the Bowerman family and Nike, the company that Bowerman helped to found through his invention of the waffle-soled running shoe.

Whether providing a fresh look at the tragic siege at the 1972 Munich Olympic Games, where Bowerman coached the track and field team; offering a close-up view of the coach's relationship with runner Steve Prefontaine (subject of the movie *Without Limits*, co-written and co-produced by Moore); or exploring Bowerman's role as a Nike innovator, this illuminating portrait is compelling reading throughout?ample evidence of why Bowerman's widow, noting how well the author understood her husband, said: "If anyone should write Bill's life story, it's Kenny Moore."

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