

A Novel Idea...Read Together: Bowerman and the Men of Oregon

The Deschutes Public Library Foundation presents the fourth annual “A Novel Idea...Read Together” program with the book *Bowerman and the Men of Oregon* by author Kenny Moore.

The book describes the life of Bill Bowerman, the University of Oregon’s legendary coach and co-founder of Nike. Author Kenny Moore, a former senior writer for *Sports Illustrated* and a world-class runner under Bowerman’s tutelage, delivers a fully realized portrait of this complicated man.

“Bill left us with a legacy,” said Moore. “Bill showed what it means to be pioneer stock. He took the Oregon Trail virtues of ingenuity and tenacity, added that earthy humor and solved almost every problem on which he turned those blazing blue eyes.”

Library staff has planned month-long activities to celebrate the book. Planned programs include: A kick-off event on April 15th with Bill Bowerman’s sons, Jon & Jay, sharing music and stories of Fossil, Oregon; Bowerman’s heroics as a 10th Mountain Division commander in Italy during World War II; book discussions at each Library branch throughout Deschutes County; films about the 10th Mtn. Division; Steve Prefontaine; and the Munich Olympics; an archived photo exhibit from the University of Oregon; and other provocative programs describing the early beginnings of Nike and the impact the Rajneesh had on Oregon and the Bowerman family.

The book is available at each of the five public Libraries throughout Deschutes County in Bend, La Pine, Redmond, Sisters, and Sunriver Area. The public is encouraged to read *Bowerman and the Men of Oregon* prior to the Novel Idea programs and events that kick off on April 15 and culminate with the author’s reading on Friday, May 11 at the Tower Theatre. Tickets for the Tower Theatre event will become available on Saturday, April 28.

For more information, please check out the library’s website at <http://www.dpls.lib.or.us/Page.asp?NavID=594>. Reader discussion guides and program calendars will be available the second week of April in each of the Deschutes Public Libraries.

Chantal Strobel, Community Relations

