



FOR IMMEDIATE RELEASE
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SUBJECT: Mayor declares December 15 as Bob Nielson Day

BY: Pakou Ly

Mayor Declares December 15 as Bob Nielson Day

Duluth Mayor Don Ness is declaring December 15, 2009 as Bob Nielson Day. Bob Nielson is the Athletic Director with the University of Minnesota Duluth and football coach for the UMD Bulldogs. Coach Nielson is one of a handful of finalists being considered for NCAA II Coach of the Year by Liberty Mutual.

Coach Nielson has been with the Bulldogs since 1999 but took a break in 2003 and returned to UMD in 2008. In the one year since his return, Coach Nielson proceeded to oversee one of the most impressive one-season turnarounds in NCAA II history, taking a club, which had gone 4-6 in 2007, and molding it into a national champion. Along the way, his Bulldogs amassed a 15-0 overall mark (only the third NCAA II team to ever accomplish that feat), set or equaled 50 team and individual records, captured the NSIC title by going 10-0 and turned out a whopping nine All-Americans and 17 All-NSIC honorees.

“Bob Nielson is a classic, old-school football coach - from the game-day ties to skillful handling of a game plan, Coach Nielson exudes professionalism. He respects his players and expects excellence in return - obviously it's a winning formula. As Mayor and a UMD alum, I'm proud of our national champions and I'm grateful for Coach Nielson's leadership,” says Mayor Don Ness.

The winning coach will receive \$50,000 for the charities of his choice, \$20,000 for the Alumni Association, a trophy and will also be recognized in the permanent Liberty Mutual Coach of the Year Award display at the College Football Hall of Fame in South Bend, Indiana.

Liberty Mutual's Coach of the Year finalists are selected by a combination of votes by fans and an elite selection committee of national media and College Football Hall of Fame players and

coaches. Fans can vote between December 15 and 29th at www.coachoftheyear.com. Coach Nielson's up-to-the minute voting status can be viewed on the website's Division II leader board. The winner will be announced on January 6, 2010.

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