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## FOR IMMEDIATE RELEASE

### **Larry Farmer holds autobiography book signing at UCLA Store**

*UCLA athlete alumnus and former UCLA Men's Basketball Coach Larry Farmer will be signing copies of his autobiography "Role of a Lifetime" at the UCLA Store on March 4 from 3-4 p.m.*

**Los Angeles, Calif., March. 3, 2023** – Former UCLA Men's Basketball player and subsequent head coach between 1981-1984, Larry Farmer will be at the UCLA Store in Ackerman Union on March 4 to sign copies of his newly released book "[Role of a Lifetime](#)" between 3-4 p.m.

The Bruin-athlete-turned author will be additionally present at the James West Alumni Center between 5:15-6:15 p.m. to continue book signings. Copies of "Role of a Lifetime" will be available for purchase at both events, courtesy of the UCLA Store, an enterprise of [Associated Students UCLA](#) (ASUCLA).

Farmer's book, which published in February, details the UCLA alumnus' time as a student athlete on the UCLA Men's Basketball team between 1971-1973, which won three National Collegiate Athletic Association (NCAA) titles under the direction of then-UCLA Coach John Wooden. Farmer's autobiography unfolds how he then became coach of his alma mater's basketball team at the age of 30, and the reactions, trials and tribulations he encountered as the first Black head coach at UCLA across all athletic teams.

Farmer, who was inducted into the UCLA Athletics Hall of Fame in 2018, goes on to recount his professional experience beyond the physical borders of the UCLA campus in "Role of a Lifetime," with added insight from Tracy Dodds, the Los Angeles Times beat reporter who covered UCLA basketball during Farmer's tenure as head coach.

"Farmers' unique story is a source of pride for Bruins and fans of UCLA alike that offers readers the opportunity to learn more about UCLA and its athletic history through his lived experiences," said Peter Poon, UCLA Store director. "Whether you're a fan of basketball or not, 'Role of a Lifetime' is a must-read for all."

"Role of a Lifetime" can be purchased at both in-person signing events, and online at the UCLA Store [through this link](#).

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**About ASUCLA:**

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit [asucla.ucla.edu](http://asucla.ucla.edu).