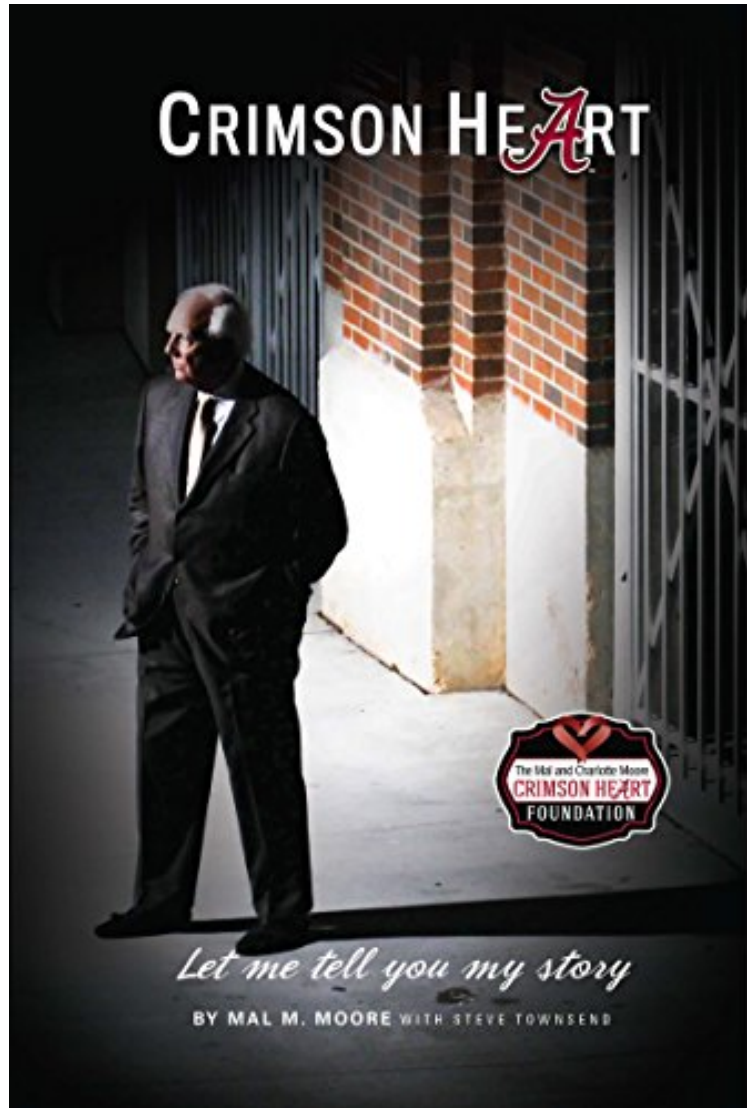


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Crimson Heart: Let Me Tell You My Story

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Mal Moore with Steve Townsend : Crimson Heart: Let Me Tell You My Story before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Crimson Heart: Let Me Tell You My Story*:

9 of 9 people found the following review helpful. Mal Moore's book
By A. Stafford
Took me only two evenings to read this book. I couldn't put it down! A must read for all Alabama fans for sure, as well as anyone who appreciates college football. Mal Moore was pure class and a true Southern gentleman!
1 of 1 people found the following review helpful.
best Crimson Tide book ever.
By slammer
If you are a Crimson Tide fan this should be required reading. Seriously. Every athlete at Alabama should be required to read this their first week on campus. New Athletic director Greg Byrne was given a copy and told to read it as a virtual "how to" on how Alabama got to be "Alabama". I got the kindle copy

and had no kindle issues. This book will give you a FRONT ROW seat to every significant event that has happened to the Crimson Tide in almost half a century. 5 of 5 people found the following review helpful. This book tells a story of a great man and his love of life. By Butch This book tells a story of a great man and his love of life. He made sure every thing that he was involved in was the very best it could be. He never settle for any thing less. If any of you reading this review want a book to give you a warm feeling and a guide on how to live your life this is a book that you have to have. Coach / Mr. Moore was a great man with a passion to make a change in peoples life and I think he accomplished just that. A MAN gone way to early!

Mal Moore spent his entire career in athletics, as a football player, coach, and administrator. In *Crimson Heart*, Mal recounts memories of unforgettable events that helped shape his life as well as so many others, including: Growing up in the rural South, and playing under the legendary Paul "Bear" Bryant Personally contributing to 10 National Championships in football The undercover switch to the Wishbone offense that ended up dominating the 1970s A heartfelt tribute to what coach Paul "Bear" Bryant meant to college football and Alabama Coaching at Notre Dame and in the NFL Dealing with his wife's 20 year battle with Alzheimer's Disease and how it altered his life His incredible fundraising success and magnificent facility upgrades that occurred Behind the scenes story in the hiring of Nick Saban The return to the championship throne and national prominence for the Crimson Tide Coach Moore had nearly completed his memoirs at the time of his illness in the winter of 2013. One can still hear his distinct southern voice as he guides you through some of the greatest eras in college football. It was Moore's leadership that bridged Alabama's glorious past and modern-day success. Per Mal's wishes, all proceeds from the sales of *Crimson Heart* are donated back to his beloved alma mater in the form of scholarships and charity donations, one being, Caring Days, an award-winning Alzheimer's day care center in Tuscaloosa. Fittingly, even in death, Coach Moore is still giving back in a championship manner. To learn more about or to make a donation to The Mal and Charlotte Moore Crimson Heart Foundation, please go to CrimsonHeartFoundation.com or follow us @CrimsonHeartBK.