



UNSTOPPABLE

A Story of Love, Faith, and the Power Couple Who Ignited the College Sports Broadcasting Boom

Unstoppable tells the story of the golden age of college basketball through the eyes of the power couple who ignited the collegiate sports broadcasting boom and set America on the path to March Madness. It is the story of the television revolution Rick and Dee launched—the deals they cut, the producers and talent they hired, the brilliant players, legendary coaches, hard-nosed athletic directors, and perennial collegiate powerhouses who helped lift the sport from its local roots to national prominence. It is also their love story, from the blind date where they discovered common roots and a shared faith to their long and difficult quest to build a family through adoption. From the moment they met, they were equally ambitious, both possessing a relentless hunger for success. But the day they cashed out and moved to the beach, they realized they had won their greatest prize years before—when they found each other.

“It’s a classic American success story. [Rick and Dee Ray] saw an opportunity and had the guts to capitalize on it.”

PAT LAPLATNEY, CO-CEO AND PRESIDENT, GRAY MEDIA

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GEORGE HIRTHLER built a career as one of the leading writer/producers at work in the worldwide Olympic movement. During that time he served as a lead writer or senior communications strategist on ten international Olympic bid campaigns, including the winning bids of Atlanta 1996, Beijing 2008, Vancouver 2010, and Los Angeles 2028. During his Olympic career, Hirthler wrote more than 3,500 pages of bid city literature, film scripts, and speeches for presentations—the equivalent of ten good books. He led bid city team rehearsals to prepare them to perform at their best on stage during international presentations and became a distinguished speaker himself.

In 2018, Ringworks Press published his first work of historical fiction: *The Idealist*, a 565-page fictionalized biography of Baron Pierre de Coubertin, the founder of the modern Olympic Games. In 2019, the book’s film rights were sold to Oscar-nominated film producer, Mark Mitten.

