

**PRESS CONTACT**

David Blewett

[theponytrap@gmail.com](mailto:theponytrap@gmail.com)

Phone: (214) 296-0449

FOR IMMEDIATE RELEASE

| NCAA Scandals | NCAA Punishments | NCAA Football |

## NEW BOOK “THE PONY TRAP” EXPLORES NCAA PUNISHMENTS FROM AN INSIDER PERSPECTIVE

*Author and former “Death Penalty” era SMU football player David Blewett offers his account of the 1987 team in the new book “The Pony Trap,” available now.*

Dallas, TX (July 24, 2012) – The most severe NCAA penalty ever levied, the 1987 Death Penalty on Southern Methodist University’s football program, has been talked about and debated for decades.



Now, a new book [\*The Pony Trap: Escaping the 1987 SMU Football Death Penalty\*](#) examines the scandal from a player’s perspective. A must read for anyone following the Penn State scandal, *The Pony Trap* offers insights into how NCAA penalties affect the innocent as well as the guilty parties.

David Blewett, author of *The Pony Trap*, was a third-year defensive end at SMU when the NCAA sanction hit the team.

Though most players did not break any rules, the NCAA punishment affected all of their football careers in different ways. While describing his motivations to discover how and why SMU was penalized, Blewett also describes the real reasons the NCAA chose to target SMU.

“When my daughter asked me if I did anything wrong at SMU, I knew it would never be over until I could tell her exactly what happened,” said Blewett. 25 years after the Death Penalty destroyed SMU’s football program, Blewett has a chance to tell his side of the story.

“Not one guilty person was penalized in any way under the Death Penalty,” Blewett writes in *The Pony Trap*, “while us seventy-one innocent players were collectively grouped together, branded with a scarlet letter ‘C’ for cheating, and penalized for things done by individuals long gone. It wasn’t right.”

Peabody Award-winning director Thaddeus Matula (*Pony Excess*) offered an early review of the book: “If you ever wanted to know more about the SMU Death Penalty, this bombshell of a book is more than a great place to start. Blewett gives you a no-holds-barred insider’s look at the scandal and his explosive claims will give you pause for thought. Read this book!”

A timely read in light of the Penn State scandal, *The Pony Trap* explores how the NCAA can change school programs, players, fans and alumni forever. [\*The Pony Trap\*](#) is available now on Amazon Kindle, and will soon be available in other formats.

About David Blewett

David Blewett was born in Sacramento, California, in 1965. He graduated from Cherry Creek High School and then attended Southern Methodist University in Dallas, Texas, where he double majored in Business and Philosophy. He worked in sales in Detroit, Michigan, where he also earned an MBA from Wayne University in 1993. He is self-employed in the real estate and mortgage industries and is married to the former Kristin Lierl. Together they have six children and reside in East Dallas. *The Pony Trap: Escaping the 1987 Death Penalty* is his first book. For more information visit [www.theponytrap.com](http://www.theponytrap.com)