



**FOR IMMEDIATE RELEASE**

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**DR. BOBBY B. LYLE RECEIVES LIFETIME ACHIEVEMENT AWARD  
FOR COMMITMENT TO SERVICE**

DALLAS, TX (January 12, 2010) – Accomplished businessman and long-time community advocate Dr. Bobby B. Lyle will be honored as the 2010 Lifetime Achievement Award recipient at the Hearts of Texas Awards Luncheon hosted by the Volunteer Center of North Texas (VCNT) beginning at Noon on Tuesday, February 16, 2010 at the Hilton Anatole in Dallas.

Philanthropists and community leaders Lynn McBee, Jack Furst, Gerald Turner, Charles Wyly have led planning efforts to honor Dr. Lyle for his remarkable achievements in both the corporate and nonprofit communities. Lynn McBee expressed her excitement about leading the charge to recognize the accomplishments of not only an outstanding professional but a friend as well.

*“Bobby has a kind, generous spirit and quietly makes enormous things happen with consummate skill and humility, said Lynn McBee, luncheon chair. “Bobby has put the SMU School of Engineering, which now bears his name, on a path to national prominence from the very brink of extinction. This is in addition to his many philanthropic endeavors have positively touched many people now and for generations to come.”*

The Hearts of Texas Awards Luncheon is a fundraising event for the VCNT and annually recognizes individuals in the North Texas area who have dedicated themselves to the betterment of the community through the donation of their time, talent and resources. Proceeds from this event support programs and services to over 1,655 nonprofit organizations connected to the VCNT.

*“Bobby’s strategic support and vision for our nonprofit sector has been an essential ingredient to the success of many organizations in Dallas,” said Julie Thomas, CEO of the Volunteer Center of North Texas. “The Volunteer Center of North Texas has certainly benefitted from his guidance.”*

Dr. Bobby Lyle is Chairman, President & CEO of Lyco Holdings Incorporated. He is a graduate of Louisiana Tech University (BSME-1963), Southern Methodist University (MSEA-1967), and the University of Massachusetts-Amherst (EdD-1976). He has made significant contributions to the oil and gas industry through his education and professional expertise.

Bobby has a significant relationship with Southern Methodist University, currently serving on seven boards within the university. The school of engineering was recently named the Bobby Lyle School of Engineering to honor his contributions in education. In addition to his relationship with SMU, he has served on numerous boards with local nonprofit organizations including the Salvation Army DFW Command, The Kindness Foundation, Boy Scouts of America – Circle Ten Council and the Volunteer Center of North Texas, to name a few.

**About the Volunteer Center of North Texas**

The Volunteer Center of North Texas (VCNT), founded in 1971, is one of the largest and most active volunteer centers in the country. A primary purpose of VCNT is to recruit volunteers, including individuals, corporations and civic and faith-based groups, to serve nonprofits and their clients throughout the North Texas area. For more information, visit [www.vcnt.org](http://www.vcnt.org)