

GEORGE DAWSON

George Dawson spent his youth in Lynchburg, being introduced to organized sports with the city football league. From those beginnings, he has continued a lifelong involvement in youth sports, as the consummate volunteer public address announcer for almost all Amherst County High School sports events.



Moving to Amherst County in his teens, he played basketball at ACHS in 1961-62. Starting work in 1965 with Western Electric and living in Amherst, Dawson developed an interest in watching the youth of the area, especially in the games at ACHS.

From those years as a faithful supporter of the programs, he became involved as a coach of youth teams in football, basketball, and baseball. A chance encounter in the mid-1970s found him in a conversation with another Amherst sports enthusiast, Jimmy Maddox, who suggested Dawson use his sports involvement and knowledge, coupled with his good speaking voice, to fill a need at the high school as the football announcer.

From that fortuitous moment until now, George Dawson has announced hundreds of games. From the inaugural football games in the press box at the old football field, he has added commentary in an increasing number of venues. Over the years, he has also lent his voice and expertise to the games at other high schools, as well as on the occasional radio broadcast.

He has witnessed from the press box a lengthy highlight reel of Amherst sports accomplishments. One game with several memorable components was the ACHS State Championship football victory at the Brookville field in 1995. The weather prediction the night before that early-December encounter was for several inches of snow. Local Amherst industry, Glad Manufacturing, produced a football field-sized covering, which had to be scraped that morning because of the weight of the snow, but then rendered a perfect field for the team's heroics that day.

Dawson's devotion to his lifelong interest in the young people of the area, and their sports involvement, has required countless hours, often necessitating hasty trips back to Amherst from his work assignments miles away, all in the name of a commitment to volunteerism of the highest order – to announce the names of thousands of participants and to inform the listeners of the progress on the field or court.

George Henry Dawson – April 24, 1943

Career Highlights

- Lynchburg: All-City Youth Football Team, Ruffner Elementary School football
- ACHS: Basketball team (1961-62)
- Amherst Youth Sports: coach, 6 years – football, basketball, baseball; Dixie Youth Baseball Board of Directors
- Voice of the Lancers: Currently in 37th year
- Special Recognition: Amherst County Board of Supervisors (1999); Virginia High School League, Region III (2003); Virginia Interscholastic Athletic Administrators Association (2009)