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Local photographer makes history with seven photographs used on a Wheaties cereal box.

Rich Clarkson, a Denver based photographer, had seven of his photographs selected by Wheaties to be used on a special box to commemorate the 40th anniversary of the historic 1966 NCAA Final Four championship.

In 1966, Rich Clarkson was on assignment for Sports Illustrated magazine to photograph the NCAA national basketball championship. The game became historic because it was the first time a team with an all-black starting lineup faced an all-white team in a national championship. Texas Western College (now called the University of Texas at El Paso) started five black players and defeated the all-white University of Kentucky team 72-65. The game was played at Cole Fieldhouse on the campus of the University of Maryland on March 19, 1966.

Wheaties cereal, which is a product from General Mills, licensed the seven photos from Rich Clarkson and Associates, LLC. The package features Clarkson's images of player Willie Worsley cutting down the net along with Coach Don Haskins on the front and several other starting players on the back panel. The 18 oz. Wheaties package is now available in local stores.

In addition, the Wheaties box highlights the new Jerry Bruckheimer film "Glory Road" which will be released nationwide on January 13, 2006. "Glory Road" chronicles the Texas Western's inspirational accomplishments during the 1966 season. Six of Rich Clarkson's images also appear during the closing credits at the conclusion of the film.

Rich Clarkson and Associates are the official photographers for both the Denver Broncos and Colorado Rockies. They also photograph all championships and the NCAA. In addition they design and publish coffee-table photo books. Recently finished books include anniversary books for the Castle Pines golf course and the NCAA. Clarkson and Associates is currently at work on a book celebrating Arlington National Cemetery.