

AMERICAN YOUTH FOOTBALL
TO COLLABORATE WITH
THE UNDERGRADUATE SPORT BUSINESS MANAGEMENT PROGRAM AT THE UNIVERSITY OF CENTRAL FLORIDA
AND SCHOLAR BALLER®
TO INSPIRE ACADEMIC ACHIEVEMENT

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University of Central Florida's (UCF) Undergraduate Sports Business Management Program has joined forces with American Youth Football (AYF) to serve as a paradigm of the ultimate academic goal and pursuit for our young athletes — college. AYF, the largest youth football and cheer organization in the world, has made a commitment to partner with higher education in an effort to teach today's youth how to pursue college degrees and achieve academic success. AYF has always stressed the importance of education by instilling the four pillars of achievement — academics, respect, discipline and performance in our young athletes. AYF's official rulebook contains a "No Pass, No Play" rule.

A primary focus of the Undergraduate Sport Business Management Program at UCF is to develop business leaders committed to using the power of sport to improve life in a more-inclusive society. Scott Bukstein, one of the professors for the Sport Business Management Program at UCF, explains that the "UCF sport business management students are excited to function as tutors at the American Youth Football national championships in December. Community service and leadership are two of the core values of our program. I know this will be a rewarding experience for our students as well as the student-athletes participating in the national championship tournament." The Sport Business Management Program at UCF is led by Professor Rich Lapchick, Professor Bill Sutton, Professor Keith Harrison, and Professor Scott Bukstein.

American Youth Football is excited that students from the Undergraduate Sport Business Management Program at UCF will be the Official Higher Education Tutors for the 2011 Under Armour American Youth Football National Championships. Nationals takes place annually in Central Florida, and represent the largest football tournament in the world. Out of the 850,000 AYF athletes, over 140 teams from across the United States vie for a National title. This event takes place during the first full week of December with more than 15,000 AYF fans, friends and family members. This year, UCF students will be working as tutors with the student-athletes to make sure they study and get their homework done while they are away at the tournament.

AYF also plans to collaborate with the nonprofit organization Scholar Baller® to recognize and reward student-athletes who are excelling academically. Professor Keith Harrison, who is a professor at UCF and the co-founder of Scholar Baller, says that "Scholar Baller is proud to partner with American Youth Football to market and brand academic success. We are always happy to help student-athletes balance playbooks with textbooks." In September, we will be announcing an essay contest to the youth in AYF who will be able to prove why they should deserve an academic achievement award. Youth will be awarded with press, a letter of recommendation, and achievement certificates. "The ultimate reward of working with youth is enabling them to foster the discipline, confidence and sense of self-worth that they learn in sports, and extend it beyond the gridiron and into the school, family and community. Working

with UCF and Scholar Baller will inspire our kids to crave the next level of education,” says Arielle Krieger, director of marketing operations for American Youth Football.

For any AYF inquiries, contact Arielle Krieger at akrieger@americanyouthfootball.com

For any UCF inquiries, contact Scott Bukstein at sbukstein@bus.ucf.edu

For any Scholar Baller® inquiries, contact Keith Harrison at keith@scholarballer.org

About the Undergraduate Sport Business Management Program at UCF

The Undergraduate Sport Business Management Program at UCF is a challenging program designed to develop future leaders in the sport business and entertainment management industry. Students in the program earn a minor in sport business management. The courses within the program strive to provide students with substantive knowledge and practical skills that will help students succeed as business professionals. Students in the program also learn about the business side of the sport and entertainment industry by participating in a variety of volunteer, internship and other experiential learning opportunities. The Undergraduate Sport Business Management Program at UCF has experienced an increase in the number of students, from 10 students in Summer 2007 to over 250 students in Spring 2011.

About Scholar Baller®

Established in 1995, the Scholar Baller movement evolved in response to concerns that the student-athlete’s athletics role increasingly superseded the student role. In order to address this issue, the founding members of Scholar Baller developed a groundbreaking program to bridge the gap between education and sport utilizing student-athletes’ passion for entertainment and athletics. As a result, the Scholar Baller program has produced unprecedented outcomes in student retention and academic achievement. To learn more about Scholar Baller, please visit www.scholarballer.org.

About American Youth Football (AYF)

(AYF) is an independent 501(c)(3) non-profit corporation that provides support services, scholarships, grants, giving back programs and tournaments to over 850,000 youth members in 50 states and several countries worldwide. AYF is committed to Giving Back and since its inception in 1996, has donated over \$15 million dollars in grants and athletic product to communities that support youth football. AYF was the first national organization to offer all-inclusive football divisions, enabling every child a place to play. The late New York Giants Owner, Wellington Mara, played a pivotal role in the development of AYF, and a former NY Giants Football Coach, Joe Galat, is the organizations Founder and President. For more information visit the website at www.americanyouthfootball.com.