



Honest Game + District Press Release Template

INSTRUCTIONS

Select one (1) headline and one (1) subtitle pair of the two (2) options.

Select one (1) quote from Kim Michelson, CEO of Honest Game, of the two (2) options.

Select one (1) quote for your District Champion of the two (2) options.

Determine a spokesperson from your district/school and replace "[DISTRICT CHAMPION]" with their name and title.

Replace "(DISTRICT/SCHOOL NAME)" with your district/school name, and include your district/school boilerplate and website at the bottom of the release, as noted.

Be sure to **delete all the headline, subtitle, and quote options that are not used.**

There should be one headline, one subtitle, one district quote, and one Honest Game quote in the final press release.

Delete the instructions and helpful links sections when finalizing the press release document.

Update the city, state, and date of release in the opening passage, depending on your release schedule date.

Contact kkerecman@honestgame.com with any questions, for a review of the final release, or for requests for customized quote options.

HELPFUL LINKS

[Chicago Public Schools Announces Partnership With Honest Game As Part Of Continued Investment In College And Career Readiness](#)

[Long Beach City College Teams Up With Honest Game and Gatorade](#)

[Honest Game and Fusion Academy Partner to Help Student-Athletes Achieve Success](#)

PRESS RELEASE TEMPLATE

[HEADLINE AND SUBTITLE - OPTION ONE]

(DISTRICT/SCHOOL NAME) and Honest Game Team Up to Create More College Pathways for Students

(DISTRICT/SCHOOL NAME) to leverage a new academic eligibility system to help student-athletes reach their post-secondary education goals

[HEADLINE AND SUBTITLE - OPTION TWO]

A Game-Changer for Student-Athletes: (DISTRICT/SCHOOL NAME) Announces Partnership with Honest Game to Enhance College Pathways

Honest Game System Set to Enhance Academic Eligibility Tracking and Educational and Athletic Excellence

CITY, STATE, MONTH XX, XXXX — Today, [DISTRICT/SCHOOL NAME] announced a new partnership with [Honest Game](#) to expand access to college for student-athletes. Honest Game, the industry-leading technology company that helps high schools track and navigate college academic eligibility, is working with [DISTRICT/SCHOOL NAME] to create a data-driven pathway to college for all students, further enhancing the school's current efforts to support its students' post-secondary education planning. Honest Game currently assists more than 200,000 users and hundreds of high schools across the nation to simplify the academic eligibility process and reveal a clear pathway to post-secondary opportunities.

[DISTRICT/SCHOOL QUOTE - OPTION ONE]

"Honest Game will assist our student-athletes and support post-secondary pathways of continuing their academic and athletic careers. Working with Honest Game will allow our students and their families the opportunity to track their academic progress and achieve their college athletic dreams," said [District Champion]

[DISTRICT/SCHOOL QUOTE - OPTION TWO]

"At (DISTRICT/SCHOOL NAME), we believe in nurturing the full potential of our student-athletes. Our partnership with Honest Game aligns perfectly with this mission by offering comprehensive academic eligibility tracking and support. This system will not only benefit our athletes but also their families, as it eases the path towards college, offering a brighter future to all," said [District Champion]

[HONEST GAME QUOTE - OPTION ONE]

“The Honest Game system harnesses a student-athlete's passion for sport with a motivation for learning and a clear path to eligibility,” said Kim Michelson, CEO and Co-founder of Honest Game. “We all just want more opportunities for our students. We’re thrilled (DISTRICT/SCHOOL NAME) has become the latest amongst hundreds of schools using Honest Game to pave a way for their students’ and families’ current and future success.”

[HONEST GAME QUOTE - OPTION TWO]

“Together, Honest Game and (DISTRICT/SCHOOL NAME) are embarking on a journey to empower local student-athletes,” said Kim Michelson, CEO and Co-founder of Honest Game. “When it comes to accessing college sports, the complex processes create barriers - but we can break these barriers down by relying on the strength and the partnership of this community and our experts at Honest Game.”

Honest Game helps high schools automate the complex and constantly changing NCAA rules and requirements. Nearly 1 million student-athletes are deemed academically ineligible each year as a result of avoidable or recoverable errors, such as enrolling in classes that do not meet NCAA requirements. This statistic increases to 1 in 2 student-athletes from underserved communities.

For more information about Honest Game, or to stay up to date with the company’s latest developments, visit honestgame.com.

About [DISTRICT/SCHOOL]

[DISTRICT DESCRIPTION AND WEBSITE]

About Honest Game

[Honest Game](https://honestgame.com) is the only comprehensive system that empowers high school staff and their families to unlock college athletic opportunities like experts. Honest Game partners with thousands of high schools and families to leverage students' passion for sports to fuel their motivation for learning using short-term goals and clear visual guidance.