



FOR IMMEDIATE RELEASE

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University of Michigan Basketball Star Tarris Reed Jr. Joins Forces with The Jalen Rose Leadership Academy for an Empowering NIL Partnership.

ANN ARBOR, MI—Champions Circle™, the first official NIL partner of Michigan Athletics, is proud to announce an inspiring collaboration between one of the University of Michigan's exceptional student-athletes, Tarris Reed Jr., and the Jalen Rose Leadership Academy (JRLA). This unique NIL partnership aims to make a positive impact on the lives of young students, empowering them to pursue their dreams and reach their full potential through education and leadership development.

Tarris Reed Jr., a rising college basketball star and an embodiment of excellence on and off the court, recognizes the significance of education and its power to change lives. As an ambitious student-athlete, he understands the importance of hard work, determination, and mentorship. Now, Tarris is taking the next step in his journey as a role model and ambassador for change by teaming up with JRLA to inspire and uplift its students.

The Jalen Rose Leadership Academy, founded by University of Michigan legend and Detroit native Jalen Rose, is known for its commitment to providing a quality education that prepares high school students for success in college or post-secondary pursuits and beyond. The academy's emphasis on respect, determination, and excellence aligns seamlessly with Tarris Reed Jr.'s own values and aspirations.

Together, Tarris Reed Jr. and JRLA will spearhead various initiatives, including a mentorship program, motivational speaking engagements, and community outreach activities. By sharing his personal experiences, struggles, and triumphs, Tarris hopes to instill in students the belief that they, too, can overcome challenges and achieve greatness. Additionally, Tarris will lead a fundraising campaign for JRLA to coincide with the 2023-24 basketball season by being the initial donor and utilizing his relationships and notoriety to encourage others to support JRLA.

In expressing his excitement about the partnership, Tarris Reed Jr. said, "I'm incredibly thrilled to collaborate with Champions Circle and the Jalen Rose Leadership Academy, contributing to the development of this mentorship initiative. This partnership allows me to use my name, image, and likeness to positively impact the lives of younger students, granting them the tools they deserve to flourish. Having grown up with stories of the Fab 5, I'm honored to take on this role, understanding the significance of being a mentor and eagerly anticipating the journey of growth alongside the remarkable students at JRLA to use NIL as a force for good."

Jalen Rose, Founder of JRLA, expressed his enthusiasm for the collaboration, stating, "I'm looking forward to Tarris joining the JRLA family as he further develops as a leader off the court. As a former Wolverine, I'm excited for the work the Champions Circle is doing to support their student-athletes. This will be a great partnership for the scholars we serve. "

Champions Circle™, Jalen Rose Leadership Academy, and Tarris Reed Jr. are excited about the positive impact this partnership will have on the lives of young individuals in our communities. Together, they will strive to embody the motto of JRLA – Enter a Learner: Exit a Leader.

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About Champions Circle™:

Champions Circle™, founded in 2021, is one of the nation's leading Name, Image, and Likeness (NIL) Collectives and the first collective to be named an official partner of University of Michigan Athletics. Champions Circle™ is a community of fans, alumni, and supporters whose goal is empowering University of Michigan student-athletes across all sports to be the leaders and best through name, image, and likeness. Champions Circle partners with Valiant Management Group (VMG) to produce NIL events, curate NIL-related experiences, and assist with fundraising and marketing activities.

www.championscircleuofm.com

About Jalen Rose Leadership Academy:

Jalen Rose Leadership Academy (JRLA) is an open enrollment, tuition-free public charter high school on the Northwest side of Detroit. The Academy began its first academic year in September 2011 and currently serves over 400 ninth through twelfth grade scholars and nearly 900 alumni from metro-Detroit. JRLA works to empower its scholars to develop the strength of character, skills and knowledge needed to matriculate, be great in and graduate from college or a post-secondary institution so they have opportunities to be successful in the competitive world and take care of themselves and the people they love. JRLA is off to a strong start, having graduated more than 97 percent of its scholars with 100 percent of all graduates gaining college, trade/technical school or military acceptance. JRLA has achieved a 71% college matriculation rate within a year of graduation compared to a state average of 65% and continues to focus on improving college persistence for its alumni. More info: www.JRLADetroit.com

About Tarris Reed Jr:

Tarris Reed Jr. is a talented student-athlete at the University of Michigan, where he showed great promise academically and athletically in his freshman year. As a dedicated player on the university's basketball team, he has demonstrated exceptional skill, leadership, and sportsmanship. Tarris is passionate about giving back to the community and using his platform to inspire and uplift others.

