PRESS RELEASE

FOR IMMEDIATE RELEASE [DATE]

[Recipient Name]Receives the 2020 All-American Athlete Award

*[RECIPIENT Last Name] is recognized for [his/her] outstanding accomplishments as a student athlete.*

**Colorado Springs, CO** - The National Strength and Conditioning Association (NSCA) is proud to announce [RECIPIENT NAME] as a 2020 All-American Athlete Award recipient. This award recognizes [RECIPIENT LAST NAME]’s athletic accomplishments and [his/her] dedication to strength and conditioning. Nominated by Coach [COACH’S NAME] of [INSTITUTION], [RECIPIENT LAST NAME]’s determination to improve in athletics while maintaining academic prominence is a great model for all student-athletes at [INSTITUTION].

“We are proud to have [COACH’S NAME] join the NSCA in its mission to safely improve athletic performance,” says Eric McMahon, NSCA’s Coaching Program Manager, “Supporting our student-athletes like [RECIPIENT NAME] guarantees a stronger future for the NSCA.”

Congratulations to [RECIPIENT NAME] and for an updated list of the All-American Athletes of the Year award, visit [www.nsca.com](http://www.nsca.com).

***Media Note****: For additional information about the NSCA All-American Athlete of the Year visit* [*www.nsca.com*](http://www.nsca.com)*. To make arrangements for an interview with [RECIPIENT NAME], contact [APPROPRIATE MEDIA CONTACT].*

**About the National Strength & Conditioning Association**

The National Strength and Conditioning Association (NSCA) is an international nonprofit professional association founded in 1978 and is dedicated to advancing the strength and conditioning profession around the world. The NSCA advances the profession by supporting strength and conditioning professionals devoted to helping others discover and maximize their strengths. The organization disseminates research-based knowledge and its practical application by offering industry-leading certifications, research journals, career development services, and continuing education opportunities. The NSCA community is composed of more than 45,000 members and certified professionals who further industry standards as researchers, educators, strength coaches, personal trainers, and other roles in related fields.

Headquartered in Colorado Springs, CO, the NSCA serves as a valuable resource for its members, the fitness industry, general public, and the media. The association provides a wide variety of resources and opportunities designed to strengthen, build, advance, and unify.