

Gridiron Football Announces Ambassadors For National "Grow The Game" Initiative

15 Leesville High School Players to serve as mentors in the community this Fall



North Carolina, Raleigh, Aug 26, 2021 ([Issuewire.com](https://www.issuewire.com)) - Representing North Carolina and affectionally referred to as "NFL Ambassadors", (15) football players from Leesville Road High School in Raleigh NC have answered the call to serve as mentors to the youth in their community this Fall. From August 28th to October 23rd, the following leaders will be investing their time as "Big Brothers" with over 100 youth in the Greater Raleigh area. These community heroes will be using the game of football to befriend, teach, lead, and serve, young people in the local community in hopes to have a positive impact in their lives that will encourage and foster confidence, leadership, and productivity.

To be chosen, each "mentor" had to meet the following criteria:

- Rising Sophomore, Junior, or Senior
- Minimum 3.0 GPA
- Above-average attendance record
- Leadership & organizational skills
- Participate or have participated in at least one interscholastic sport
- Provide a character reference letter or call from (1) teacher, coach, or school administrator.
- Represent the state of North Carolina with NFL Alumni and the Gridiron corporate office in Dallas, Texas

The initiative is comprised of three specific components which work in concert:

- To introduce the game of American football to youth and have them benefit from the life skills, leadership, relationships, and opportunities associated with the game.
- To identify and deploy resources within the football community to enhance the game and the lives associated with the sport at all levels. Ultimately improving the culture and reputation of its players, coaches, and fans.
- To engage approved high school and college student-athletes, who possess the leadership skills, professionalism, athleticism, and football knowledge; to mentor, teach, and befriend the youth in their community.

From Left to right: #72 Trip Poole, #7 John Mark Shaw, #58 Elijah Mickel, #90 Braxton Lassiter, #55 Ali White, #45 Abdur Clark,

#57 Brock Winstead, #16 Dylan Cosey, #5 Beau Atkinson, #52 Cam Todd, #3 Wil Murray, #1 Tyler Lassiter

NOT PICTURED: Brayden Rivenbark, Avery Atkinson, Logan Bower

Gridiron Football has been chosen to manage the nationwide initiative and is charged with growing the game and enhancing the culture of American Football. “Grow the Game” is an initiative of former NFL players and executives in conjunction with some of the top football coaches, players, and organizations in the United States.

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