



For Immediate Release

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On the Web: <http://bit.ly/LEAD1Teamworks>

The LEAD1 Association Announces Partnership with Teamworks

The Association announces a strategic partnership with Teamworks to help facilitate a discussion amongst Division I Athletics Directors surrounding name, image and likeness ("NIL").

WASHINGTON, D.C. -- The LEAD1 Association ("LEAD1"), which represents the athletics directors of the 130-member schools of the Football Bowl Subdivision ("FBS"), today announced that it has partnered with Teamworks, the leading athlete engagement platform for collegiate and professional organizations. At the 2020 Collegiate Sports Summit, Teamworks will serve as exclusive session host to a closed-door session featuring Division I Athletics Directors discussing Name, Image and Likeness ("NIL") with NCAA NIL Working Group members. The discussion will take place on April 14th at the Live! by Loews hotel in Arlington, TX.

The Association will work with Teamworks to guide meaningful discussion, as the NCAA NIL Working Group plans to develop and draft new proposals to be reviewed by the NCAA Division I Council and Board of Governors on April 24th-26th.

Tom McMillen, President and CEO of the LEAD1 Association commented on the announcement: "With the current debate surrounding the collegiate model, it has become imperative to convene as many Division I Athletics Directors together in one room to have a frank discussion about what is best for the 21st century student-athlete. We are excited to partner with Teamworks as a collaborator and leader in the industry. We look forward to working together on a number of different issues."

"Never before has there been such a focus on the student-athlete experience and what they need to be successful in all aspects of their lives," said Zach Maurides, CEO and Founder of Teamworks. "We're united with LEAD1 and its members by the goal of serving athletes, and we look forward to bringing what we see in working with more than 2,000 Division I teams as we collaborate on key topics."

For more information about the Collegiate Sports Summit, please contact Hannah Dewey (hannah@lead1a.com).

About the LEAD1 Association: LEAD1 represents the athletics directors of the 130 member universities of the Football Bowl Subdivision (FBS). Key to the LEAD1 mission are influencing how the rules of college sports are enacted and implemented, advocating for the future of college athletics, and providing various services to our member schools. For more information, please visit www.LEAD1Association.com.

About Teamworks: Teamworks is the leading athlete engagement platform, empowering more than 3,000 clients around the world to better connect and collaborate by simplifying their internal processes. Based in Durham, North Carolina, and founded in 2004, Teamworks continues to invest heavily in technology and expand the team to respond to the increasing customer demand. Organizations that depend on Teamworks to create a culture of communication and accountability include more than 2,000 NCAA Division I programs including every Autonomous Conference institution; professional teams in the NFL, MLB, NBA, NHL, MLS and EPL; collegiate and professional conferences; and national governing bodies. Visit www.teamworks.com for more information.

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