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**FOR IMMEDIATE RELEASE**

##### The National Strength and Conditioning Association (NSCA) Announces [Recipient Name] Receives the 2024 All-American Athlete Award

###### *[Recipient’s 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 2024 All-American Athlete Strength and Conditioning Athlete of the Year 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 and Sport Science 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 [NSCA.com/All-American](file:///\\svm-files\NSCAShare\Special%20Projects\Awards\SPECIAL%20RECOGNITION%20AWARDS\All%20American%20Program\2023\NSCA.com\All-American).

***Media Note****: For additional information about the NSCA All-American Athlete of the Year visit* [*NSCA.com*](file:///\\svm-files\NSCAShare\Special%20Projects\Awards\SPECIAL%20RECOGNITION%20AWARDS\All%20American%20Program\2023\NSCA.com)*. To make arrangements for an interview with [RECIPIENT NAME], contact [APPROPRIATE MEDIA CONTACT].*

**About the National Strength & Conditioning Association**

Founded in 1978, The National Strength and Conditioning Association (NSCA) is a nonprofit association dedicated to advancing the strength and conditioning and related sport science professions around the world.

The NSCA exists to empower a community of professionals to maximize their impact through disseminating evidence- based knowledge and its practical application by offering industry-leading certifications, research journals, career development services, networking opportunities, and continuing education. The NSCA community is composed of more than 60,000 members and certified professionals throughout the world who further industry standards as researchers, educators, strength and conditioning coaches, performance and sport scientists, personal trainers, tactical professionals, and other related roles.