



## News Release

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**For immediate release: Aug. 10, 2010**

### Bedford High School Continues its Winning Ways

*School partners with group that will help market student-athletes to universities throughout the nation.*

Bedford, OH (Aug. 10, 2010) -- Oscar winners and world-class athletes can all claim Bedford High School as their teenage home, but Bedford isn't resting on its winning laurels.

The school recently teamed with an organization whose sole purpose is to help student-athletes get the attention and offers they deserve from universities. Athletic Scholarship Corporation helps high schools showcase top student-athletes to coaches and recruiters throughout the nation.

Bringing ASC into the Bedford fold is a good way for the school's coaches to focus on coaching and let the experts handle the recruiting efforts, said Sean Jackson, Bedford's athletic director.

"I think it lightens the load for (the coaches) and expectations for them to market the student-athletes," Jackson said. "Having ASC within the school makes their job easier and gives the kids some opportunities to go to the next level and be marketed to more than the five or six schools that they get in touch with."

Bedford High School can claim a host of well-known graduates, including actress Halle Berry. NFL players Chris Chambers and Lee Evans also attended Bedford along with National Baseball Hall of Fame inductee Elmer Flick.

For his part, Evans said he wishes he had an ASC working for him when he was in the recruiting stage.

“Some things you’re just unprepared for,” Evans said. “To have an outlet for media interaction and interaction with coaches, I think helps. I think it would have benefited me (and) also a lot of people who I came up with.”

While the school has a long-standing tradition of producing winners, Jackson said the new partnership with ASC sends a message both to student-athletes and community members that the school is serious about creating valuable opportunities for student-athletes.

“I think it helps our community relations because we have an actual service here that’s going to streamline what we do here, and I think that more kids are going to get more opportunities,” Jackson said. “It’s a way of letting the community (members) know that we do care about their kids going to college.”

ASC teams with school staff, coaching personnel and the families of the student-athletes to create a method for marketing the student-athlete to universities across the nation. The ultimate goal is to ensure that the student-athlete receive the attention and recognition that he or she deserves. ASC helps in this process by editing video frame to by frame to draw attention to the student-athlete’s specific talents. This is combined with biographical information and other details that might help recruiters determine if the athlete could be an asset to a specific university team.

ASC also offers advice and support to student-athletes, parents and school officials in helping each determine the appropriate divisions and schools to which the student-athlete should be marketed.

Once profiles are complete, select college coaches and athletic directors across the country are directed to an online profile page for the student-athlete. It includes photos, biographical information, highlight reels, athletic achievements and links to the highlight videos. As information changes, the profile page is updated so it always includes the most current and helpful information to recruiters.

About ASC:

Athletic Scholarship Corporation is an organization committed to efficiently showcasing the talents of high school student-athletes nationwide. The sports professionals and technology providers at ASC advise coaches and recruiters to help programs of all sizes find a well-rounded group of student-athletes. For more information, visit [www.athleticscholarshipcorp.com](http://www.athleticscholarshipcorp.com).

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