



News Release

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Super Bowl Quarterback to Guide Young Student-Athletes

Former Green Bay Packers Quarterback Don Horn working with Athletic Scholarship Corporation to help student athletes understand that while much has changed, one thing remains constant: Motivation is the key to success.

Denver, Co. (May 8, 2014) – Youth sports have changed a great deal over the years, but one thing has remained constant: To succeed, athletes need to be highly motivated.

Aside from that, former Green Bay Packers Quarterback Don Horn says, there is little about the sport of football (or other sport) that's the same as it was when he played.

“Players are so much bigger and stronger and faster. It's so competitive now,” Horn said. “But you've still got to be motivated. You still have to work hard and be motivated. That's the key.”

Horn recently signed on to work with Athletic Scholarship Corporation in their quest to help talented student-athletes get college scholarships. While some things about sports have stayed the same, Horn says there's much more that has changed.

“To succeed today, there's so much more competition, so many more athletes,” Horn said. “There are so many good athletes that you have to have that burning desire to succeed. It has to be an ‘our place, our time’ mentality.”

Horn was a first-round draft pick in 1967 to play for Vince Lombardi and the Green Bay Packers, an experience that he says taught him about sportsmanship and hard work. Lombardi told the players that if they were playing for the money (Horn made \$15,000 a year then), that was a “shameful” reason to play the game.

Horn says that today's players make so much money, it's hard to imagine that they stay motivated at all.

"How do you motivate someone who makes that much money?" Horn wonders. Some of today's players make as much money in one-half of one game as Horn made playing the game for nine years. "It's hard to relate to that. I can't begrudge them that, but it's just hard to relate to."

So it all comes back to motivation, something that Horn is hoping he can instill in today's high school players.

"I'm hoping I can hit a nerve and get the light turned on faster," Horn said. "They need to know that there's always someone better than you. They have got to realize that. They need to stay motivated and work hard. The sooner they realize that, the better chance they have to succeed."

AJ Hodel says that Horn brings a value to ASC that few others can meet.

"Don brings a tremendous value with his experience at the highest level as a former professional athlete," Hodel, ASC's CEO says. "He has seen dramatic changes in college recruiting and acquisition of new athletes by top programs."

Horn is located in Colorado and will work with student-athletes who are located in that general region.

"We will embrace his input at the top of the management chain and look forward to working with Don in many facets to improve our products, services and corporation," Hodel said.

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.

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