

ATHLETIC SCHOLARSHIP CORPORATION



# News Release

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Contact PR Department

**ATHLETIC SCHOLARSHIP CORPORATION ANNOUNCES A NEW SYSTEM TO INCREASE LEVY SUCCESS RATES AND TAKE PRESSURE OFF OF COACHES.**

**Cleveland, Ohio-** Athletic Scholarship Corporation has announced beta testing of the High School CoachCast™ System. ASC's executives feel that the system will be the industry leader in high school sports marketing.

High School CoachCast™ allows high school head coaches and athletic directors nationwide contact with college head coaches at the click of a button. The system allows coaches to upload and distribute their student-athlete's highlight video and critical biographical information directly to college coaches. High School CoachCast™ covers all sports and currently has over 25,000 registered college head coaches covering every college and university across the United States.

Many high school coaches and programs are measured by how many student-athletes continue at the college level and more importantly, are assisted in finding the financial resources to attend. This system will allow maximum exposure and value for the student-athlete, parents and coaches on both sides.

"This is the biggest step in recruiting I have ever seen and I have been coaching for over 30 years" stated Bob Lake, ASC's Director of Football Operations. "High School CoachCast™ will take the burden off of an already overwhelmed coaching staff, increase their program's value and above all place more student-athletes in college." "Parents will have the opportunity to follow the recruiting process on line and can be confident their son or daughter is maximizing their scholarship potential". "It is a great opportunity to create contacts that would be impossible for one high school coach to accomplish", says Lake.

Coach Lake speaks from years of experience and his track record is very strong. Lake has helped dozens of players obtain scholarships. Schools such as Ohio State, Michigan, Penn State, Purdue, Michigan State, Northwestern, West Virginia, Kentucky, Louisville, Youngstown State, University of Akron, Kent State, Boston College, Yale, and Dartmouth, as well as dozens of Division 2 and 3 schools. "With our knowledge and technology at ASC we can ensure your student-athlete will not be overlooked" Lake stated.

"We are excited to be a part of history in the making" stated AJ Hodel ASC's CEO. "This program offers an unmatched and cost effective platform for everyone involved" stated Hodel.

During design and development a focus-group of coaches, marketers and high school administration discussed the value of this system in passing various levies that may impact the pay to play alternative. Schools that want to be a part of this program please contact AJ HODEL at 2163762194 or [info@athleticscholarshipcorp.com](mailto:info@athleticscholarshipcorp.com)

For more information on Athletic Scholarship Corporation visit  
[www.athleticscholarshipcorp.com](http://www.athleticscholarshipcorp.com) or call 1-800-840-0884