



## For Immediate Release

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May 18, 2022

### **The Players NIL Announces Ryan Schachtner as Financial Literacy Pillar Leader**

*Ryan Schachtner joins a team of subject matter experts that will oversee the Five Pillars curriculum and help student-athletes achieve their NIL goals.*

**LOS ANGELES, CA – May 18, 2022** – The Players NIL is proud to announce that best-selling author and personal finance education expert Ryan Schachtner will lead the Financial Literacy Pillar.

Ryan Schachtner, a former collegiate baseball player and major league prospect, wrote *Foundation for Financial Excellence - Lessons from the Pros: A Game Plan for the Collegiate Athlete*, an Amazon international best-selling book that helps athletes understand the basics of personal finance. Under Schachtner's guidance, student-athletes will learn how to implement easy-to-understand personal finance principles and unlock the keys to financial success.

Financial Literacy is the fifth pillar in The Players NIL Five-Pillars Course, a comprehensive online curriculum that empowers student-athletes to make the best decisions about their NIL opportunities. Guided by national subject matter experts, the Players NIL Five-Pillars course ensures that academic and athletic development is married with NIL preparation.

"When a shoulder injury ended my dreams of becoming a professional baseball player and forced me to re-evaluate my personal finances, I became devoted to helping athletes take the proper steps to build their financial foundation," said **Ryan Schachtner**. "I'm excited to join the team at The Players NIL and continue their mission of empowering student-athletes to reach their potential in NIL."

"Financial literacy is a life skill that all young people will need to understand," said **Mark Koesterer**, CEO & Founder of The Players NIL. "Giving student-athletes the tools to make better decisions and the opportunity to learn from industry experts aligns with our mission."

Stay tuned for additional developments on the selection of The Players NIL pillar leaders.

#### About The Players NIL:

The Players NIL is an online educational platform that helps student-athletes make the best decisions about their NIL opportunities. The core curriculum provides student-athletes with the necessary tools to build a holistic NIL brand that aligns with their personal values and goals. Upon completion of the core curriculum, The Players NIL will offer student-athletes additional resources and continuing education as they move into the corporate world.