

For Immediate Release

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The Players NIL Announces Michelle Meyer as Director of On-Campus Education and Community

Michelle Meyer joins a team of NIL education experts and will oversee curriculum for coaches and administrators.

LOS ANGELES, CA – June 8, 2022 – The Players NIL (TPNIL) is proud to announce a partnership with Michelle Meyer, one of the industry’s leading NIL advisors. The partnership will develop industry-standard practices around the administration of NIL and serve athletic administrators and coaches.

The first phase of TPNIL curriculum, which includes the flagship Five-Pillar Course for student-athletes, will roll out in early July. Meyer’s contributions will lead the second phase and further complete the education of the entire NIL community. Administrators, coaches and support staff need guidance on local, state and federal-level compliance issues just like student-athletes.

“In my eight months as the NIL coordinator at San Diego State, I’ve seen firsthand that administrators, coaches, and the local community need just as much education as the student-athletes; yet there is almost no guidance dedicated to helping them navigate this new era of collegiate sports or training them on best practices to support their athletes,” said **Michelle Meyer**. “I am so excited for the opportunity to work with The Players NIL to build out this much needed resource.”

Michelle Meyer, a former DI volleyball player, coach, and USA Volleyball administrator, is the founder of the NIL Network, the leading source for NIL research and analysis.

“Michelle Meyer represents all that is right about NIL. Her exhaustive research and developed philosophies fit perfectly into the TPNIL educational platform,” said **Mark Koesterer**, founder of The Players NIL. “Michelle’s participation adds yet another foundational pillar to what has become the leading platform for NIL education. Welcome to the team!”

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.

About NIL Network:

NIL Network is the premier name, image, and likeness hub, delivering solutions that empower athletes, coaches, administrators, and relevant businesses to navigate the NIL industry, make confident decisions, and achieve success. Founded in 2020, NIL Network is headquartered in San Diego, CA.