

## For Immediate Release

**CONTACT** Mark Koesterer  
**COMPANY** The Players NIL  
**PHONE** (310) 878-1615  
**EMAIL** [info@theplayersnil.com](mailto:info@theplayersnil.com)  
**WEBSITE** <https://theplayersnil.com/>



January 31, 2023

## The Players NIL to Provide NIL Education Services on Athletes to Athletes' College Advising Platform

**LOS ANGELES, CA (January 31, 2023)** - [The Players NIL](#) (TPNIL), an online NIL education and professional development platform, announced a new partnership to provide educational content and consulting services to [Athletes to Athletes](#) (A2A), the college advising platform that helps student-athletes find the right fit for their college program.

TPNIL will provide a free mini-class of its flagship Five Pillars Course, an online NIL guidance program that provides short lessons and action items, to student-athletes on the Athletes to Athletes app. Athletes to Athletes is the only college advising platform that is run by former college athletes, providing a tailored experience that walks student-athletes through every step of their big decision on where to attend college.

"Athletes to Athletes share in our mission to use athletics to better the lives of those around them. We couldn't be more excited to work with the team at Athletes 2 Athletes as they guide student-athletes through a major decision in their young lives," said **Mark Koesterer**, founder of The Players NIL.

"We are so excited to partner with The Players NIL to provide high quality Name, Image, and Likeness education that is student-athlete focused," said **Reid Meyer**, CEO and cofounder of A2A. "With so many companies only focused on their own bottom line when it comes to NIL education, Mark and his team are purely focused on providing the best education possible for ALL athletes interested in taking advantage of their NIL opportunities."

The NCAA enabled student-athletes for the first time to monetize their intellectual property when it enacted its interim NIL policy on July 1, 2021. Since then, many student-athletes have sought guidance on how to make the best decisions about their NIL opportunities. Guided by national subject matter experts, TPNIL condenses key concepts into engaging and easy-to-follow action plans and helps student-athletes make the best decisions about their NIL opportunities.

### About The Players NIL

The Players NIL is a center of excellence that provides continuing education for student-athletes at critical touch points in their professional development, from financial literacy, contracting, tax and compliance to mental health, resume building and professional networking. For more information, visit <https://theplayersnil.com/>.

### About Athletes to Athletes

Athletes to Athletes is a comprehensive, non-biased college prep program for student-athletes. Their mission is to empower this generation of student-athletes to choose the RIGHT college program for THEIR individual needs, both on and off the field. For more information, visit <https://athlestoathletes.com/>.