



## ATHLIFE TO PARTICIPATE IN NBRPA'S 2017 NBA ALL-STAR FESTIVITIES

February 2, 2017

The National Basketball Retired Players Association (NBRPA) will welcome AthLife to the organization's 2017 NBA All-Star Weekend celebration in New Orleans, LA, February 17-19.

AthLife will present their extended partnership with the NBRPA, which was recently announced in 2016. AthLife was formed in 2004 to service the education, career development, and life skill needs of athletes. AthLife's approach is to guide the client through a process that builds skills and confidence, thus enabling them to assume control over their ongoing career development.

Currently, AthLife contracts with the NFL Players Association, The Trust (powered by the NFLPA), NBA Players Legacy Fund, and the Major League Soccer Players Union to assist their constituency with career development and continuing education needs.

"AthLife is thrilled to once again take part of the NBRPA portion of the NBA All-Star Game festivities," said AthLife Founder/CEO Jon Harris. "We look forward to interacting one-on-one with members interested in career development and educational services, which now includes offerings for those that played in the WNBA. "

Throughout NBA All-Star Weekend, members will be able to visit with AthLife officials at the DoubleTree Hotel where they can learn more about building their skills in the areas of career exploration, goal setting, resume building, networking and interviewing.

Those that take advantage of the services offered by AthLife and their partnership with NBRPA and the NBA Player's Legacy Fund receive one-on-one advising from the advisors at AthLife, whose sole focus is assisting current and professional athletes with their career transition and ongoing career development.

"This includes helping sort through career options, how to leverage transferrable skills, and fundamental tasks such as resume development and mock interviewing," said Founder/CEO Harris. "We also assist with educational advisement including assisting with degree completion plans through the former players original institution, taking courses out of residence, transferring, pursuing an advanced degree, or taking vocational or professional development courses."

Members can visit [AthLife.com](http://AthLife.com) for more information or contact them at [info@athlife.com](mailto:info@athlife.com) and/or 631-385-1946 about their services. Members can also contact NBRPA Senior Vice President of Partnership and Business Development, Scott Rochelle at 847-736-1328 or [srochelle@legendsofbasketball.com](mailto:srochelle@legendsofbasketball.com) for more information.

### About the National Basketball Retired Players Association

The National Basketball Retired Players Association (NBRPA) is comprised of former professional basketball players from the NBA, ABA, WNBA and Harlem Globetrotters. It is a 501(c) 3 organization with a mission to develop, implement and advocate a wide array of programs to benefit its members, supporters and the community. The NBRPA was founded in 1992 by basketball legends Dave DeBusschere, Dave Bing, Archie Clark, Dave Cowens and Oscar Robertson. The NBRPA works in direct partnerships with the NBA and the National Basketball Players Association. Arnie D. Fielkow is the President and CEO, and the NBRPA Board of Directors includes Chairman of

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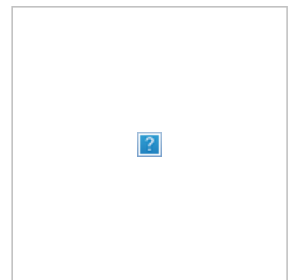
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#### About AthLife

AthLife was formed in 2004 to service the education, career development, and life skill needs of athletes. AthLife's approach is to guide the client through a process that builds skills and confidence, thus enabling them to assume control over their ongoing career development. Currently, AthLife contracts with the NFL Players Association, NBA Retired Players' Association, NBA Players Legacy Fund, and the Major League Soccer's Players' Union to assist their constituency. On the collegiate level, AthLife has worked with student-athletes at more than 40 college and university athletic departments, primarily at BCS caliber schools, from every major conference in the areas of education and life skill development.

## ON TWITTER

Legends Steffond Johnson, [@missarob43](#), Morlon Wiley, & Michael Williams helped host our Full Court Press in Dallas <https://t.co/nlCEr6orFq>

03:30:00 PM May 11, 2017

from Twitter Web Client

Congratulations to [@JerrodMustaf1](#) on receiving the 2016-2017 [@WashWizards](#) Care Community Assist Award!  
<https://t.co/5qGRxSzVAq>

09:14:06 PM May 09, 2017

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Check out the latest [#LegendsSpotlight](#) on members Steffond Johnson and Morlon Wiley <https://t.co/e8myVaqYgu>

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