

PRESS RELEASE

FOR IMMEDIATE RELEASE

MLK DAY CHALLENGE: COMMUNITY CALL TO ACTION TO HELP 300 HIGH SCHOOL ATHLETES FIND DREAM CAREER PATH SUMMER JOBS AND INTERNSHIPS

Contact: Coach Ekene, Hire High School Athletes

Phone: (888)275-9711

Email: help@hirehighschoolathletes.org

Website: www.hirehighschoolathletes.org.

Inland Empire, CA - January 19, 2026 - In honor of the Dr. Martin Luther King Jr. Day of Service, HHSA is officially launching a community-wide initiative to bridge the gap between athletics and career professional development. The goal: securing 300 summer jobs and internships for local high school athletes in fields aligned with their long term career dreams.

While Dr. King is often remembered for his dreams, he was also a fierce advocate for economic opportunity and youth mentorship. This initiative seeks to turn those ideals into action by providing student-athletes - who already possess discipline, teamwork, and leadership skills - with the professional "reps" they need to succeed off the field.

"Dr. King once said, 'Life's most persistent and urgent question is, What are you doing for others?', says Coach Ekene. "Today, we are answering that by inviting you to join us in helping 300 high school athletes in your local area find Dream Career Path Summer Jobs and Internships with access to our popular virtual workshop.

The initiative is seeking partnerships with:

- Local businesses and entrepreneurs
- Former H.S. Athlete Mentors
- Community members

By focusing on "Dream Career Path" jobs versus "Placeholder jobs", Coach Ekene's workshop ensures that student athletes are getting one step closer on their Dream Career Path.

How to Get Involved:

Business owners and community members interested in helping 300 High School Athletes in their local area find Dream Career Path Summer Jobs and Internships can visit www.hirehighschoolathletes.org, text (888)275-9711 or email help@hirehighschoolathletes.org for more information.

About HHSA

Founded in 2024, Hire High School Athletes is a non-profit organization committed to creating pathways for high school athletes to bridge the gap between athletics and career professional development. HHSA provides resumes, network opportunities and career guidance to help athletes transition from competitive sports to impactful roles in various industries.

888-275-9711

help@hirehighschoolathletes.org

www.hirehighschoolathletes.org