

# PRESS RELEASE

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## **HIRE HIGH SCHOOL ATHLETES NONPROFIT LAUNCHES SOCAL'S TEAM CAPTAINS OF THE YEAR AWARDS TO BRIDGE THE GAP BETWEEN ATHLETIC LEADERSHIP AND PROFESSIONAL DEVELOPMENT**

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Inland Empire, CA - January 19, 2026 -Hire High School Athletes (HHSA), a leading nonprofit dedicated to bridging the gap between athletic leadership and career professional development, today announced the launch of the inaugural Team Captains of the Year Awards. This digital-first initiative celebrates Southern California high school team captains who demonstrate exceptional leadership, discipline, and emotional intelligence—and various traits within the "Athlete DNA" that make them the "Blue Chip" recruits of the future workforce.

Unlike traditional sports awards that focus on points scored or games won, this program honors the "intangibles." Categories include The Resilience Award, The Community Impact Captain, and The Workplace-Ready Leader.

Team captains are effectively mid-level managers at 17 years old," says Coach Ekene, Lead High School Athlete Dream Career Coach of Hire High School Athletes. "They manage conflict, execute high-pressure strategies, and motivate diverse groups. Our goal is to ensure the business world recognizes that a varsity letter is a credential for professional excellence."

The awards will take place entirely across Instagram, TikTok, LinkedIn, Facebook, and YouTube allowing students, coaches, and parents to participate in real-time. Nominations are open to the public, with winners announced during a live digital broadcast in June.

For more information on nomination criteria or sponsorship opportunities, visit [www.hirehighschoolathletes.org](http://www.hirehighschoolathletes.org) or follow us at @hirehsathletes

### 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 athletic leadership 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.

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