

FOR IMMEDIATE RELEASE

## **2025 SoCal Summer High School NIL Talent Showcase Tournament Series is Now Open For Registration with a New Car to the Grand Prize Winner**

*UFC & Professional Boxer, Jack "The Outlaw" May, Former NFL DE/OLB, Obum Gwacham, and many more pro athletes, and talent scouts will join Coach Ekene @hsnildealsguy as guest judges at the SoCal NIL Talent Showcase - an exclusive series of virtual events for high school athletes to compete to win 12-month car lease starting June 25.*

INLAND EMPIRE, California., April 21, 2025/PRNewswire/ - High School NIL Deals, LLC, an NIL education platform for active and former high school NIL athletes, is launching a 2025 Southern California Summer High School NIL Talent Showcase Tournament Series, an exclusive virtual event designed to give high school athletes a platform to showcase their talents and strike partnerships with brands, businesses, and organizations of all sizes and industries.

High School Athlete participants will get a rare opportunity to showcase their talents away from their sport in a tournament style single elimination bracket style format with a chance to win prizes, perks and/or the grand prize of a 12-month lease on a new car from We Care Auto, LLC.

At a time when college players like LSU's Women's Basketball Star, Flau'jae Johnson are able to compete at a high level in their sport, while still managing their time to pursue her acting, rapping, modeling, public speaking and other talents away from the sport - it proves that the days of single focused, one track minded athletes are over - which signifies a substantial shift in how their fans consume their content, along with sports entertainment and how businesses and media should shift with the audience attention.

"Throughout my journey as the @hsnildealsguy since 2020, the most interesting fact I've uncovered is that there are athletes that probably have a more promising and lucrative future with their acting, rapping, singing, comedic, musical or influencer talent than they do with their actual sport, but if they have nowhere to showcase that talent, then it goes unnoticed," said Coach Ekene, CEO and Founder of hsnildealsguy

2025 SoCal Summer High School NIL Talent Showcase Tournament competitions among athletes with talent will be occurring weekly throughout the summer starting with the school district rounds, then leading into the final tournament bracket from the winners of their school district bracket to crown the Grand Prize Winner.

For more information regarding the 2025 SoCal Summer High School NIL Talent Showcase please visit: <https://www.hsnildealsguy.com>

About High School NIL Deals, LLC: Founded in 2022 with a mission to open more doors of opportunity for high school athletes. At High School NIL Deals Support Network, they ensure all athletes have the training, tools, resources and support to turn profits with high school nil partnerships.

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