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For Immediate Release
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Coach Randy partners with *Be In The Know About Bullying* as one of their Ambassadors

Livingston, NJ - Randy Nathan (aka Coach Randy) President/CEO of Project NextGen is proud to announce his invitation to serve as an Ambassador with *Be In The Know About Bullying* and their new partnership to increase awareness in parents, coaches and players to help stop bullying in sports.

Sean James, former NFL professional football player and successful entrepreneur, founded *Be In The Know About Bullying* while completing his MBA from George Washington University School of Business in 2013. "Following a call from the Governor of Kansas (his hometown) regarding the increase of suicides from teens who were being bullied, I decided to do something to stop that from happening," says James. "What is the solution to this epidemic? Education, leadership and mentorship," continued James. The program offers curriculum, ask individuals to pledge to stop bullying (nearly 2500), and offers an impressive list of NFL Ambassadors (both current and retired). James continues, "Our mission is to provide support services to youth and families affected by bullying, violence and suicide through preventative education and communication."

"Nearly 40 million youth in our country participate in athletics each year accounting for the second most attended activity next to school," says Nathan. For the past two years, Coach Randy has focused primarily on the bully culture that exists in sports and perpetuates various types of harassment, intimidation, discrimination and bullying. Nathan continues, "sports is a hotbed of bullying behavior that is often fostered and role modeled by the adults assigned to take care of these young players." The ability to raise awareness on this issue has been a challenge, "having a professional athlete such as Sean who is willing to acknowledge this issue and use his platform that he has created is tremendous for this cause. Sean is a tremendous businessman and realizes the significance of bullying that takes place. The opportunity to be an Ambassador for his program and create this vital partnership is truly a blessing," says Nathan.

Sean James graduated from Missouri Southern State University in 1991 and started his professional football career as an undrafted free agent with the Minnesota Vikings. In 2007 James founded Sean James Student Athletes (SJSA), a nonprofit organization in New York City providing scholarships for underprivileged youth. *Be In The Know* is an anti-bullying program centered on the philosophy that students can make a meaningful impact on preventing bullying in their schools through leadership, education, and the use of positive mentors.

Randy Nathan (aka Coach Randy), President/CEO of Project NextGen has been involved with youth sports for over twenty years and is the mental training coach for the Rutgers-Newark baseball team. His book, "Bullying in Sports: A Guide to Identifying the Injuries We Don't See" is published by Pearson Education. Coach Randy (www.BullyingInSports.com) offers keynote presentations, workshops and training for players, parents, coaches and teams throughout the country and seeks other like-minded individuals and organizations to voice their thoughts and join the crusade to help stop bullying in sports.

For more information, you can reach Coach Randy at coachrandy@projectnextgen.com or (973) 809-3223.