



Shulman Speaks at Air Force Leadership Symposium



Colorado - February 23, 2008 - The Fifteenth Annual National Character and Leadership Symposium, hosted by the Center for Character Development at the United States Air Force Academy, was held this week with a dynamic panel of presenters who combined a wealth of diversity, experience, and passion. Brian M. Shulman, founder and CEO of Learning Through Sports, Inc., was among the speakers who shared their personal experiences as they related to the theme "**Impassioned Citizenship - Can One Make A Difference?**"

In his first presentation, titled "**ESPN, Under Armour, and the Roman Empire: The Blurring of Sportsmanship through Media and Marketing,**" Shulman aimed toward three ends: (1) illuminating a new path in American sports, proving that coaches-parents-athletes have the power to change the course of the win-at-all-costs,

unsportsmanlike river, (2) uncovering the short-sighted thinking in some of our most powerful brands and media outlets, and (3) revealing startling insights on our future based on eight years of research involving more than 750,000 students, 24,000 high school coaches, and high school athletic associations nationwide.

In his second session, "**I wonder if Charles still thinks he's not a role model. The Sportsmanship Paradox,**" Shulman shared revelations on the epidemic of poor sportsmanship in our media and professional sports. In 1993, Mr. Charles Barkley, playing forward for the National Basketball Association (NBA) Phoenix Suns, proclaimed that he was not a role model. Twenty-five years later, America is witnessing the collateral damage of such proclamations. What seemed merely fodder for sports journalists has become an epidemic of lying and cheating with a win-at-all-costs mentality.

Shulman, a fellow Auburn University graduate, former draft pick of the Green Bay Packers, and founder and CEO of Learning Through Sports quit his "real job" to teach youth about the sportsmanship and competitiveness that make sports a training ground for success throughout life. His discussion at NCLS explored his own early detours, successes and his burning desire to make a difference for the next generation of athletes and leaders in America.

"Ultimately, we will arrive at the tipping point for sportsmanship, what happens next is up to each of us," Shulman said.

"Brian Shulman's presentation on sportsmanship at the United States Air Force Academy's 15th Annual National Character and Leadership Symposium provided the spark and the tools to convince others that one can make a difference. His presentation contributed to making this year's NCLS our best one yet," said Major David Higginbotham, NCLS Program Director, USAFA Center for Character Development.

For more information about NCLS, contact USAFA's Center for Character Development at (719) 333-4904, (719) 333-6841 or (719) 333-6451, or email ncls@usafa.edu.

About Learning Through Sports:

Learning Through Sports, Inc., is a leading educational publisher of digital game-based learning programs for K-12. The company publishes ***Kid's College®***, a math & literacy intervention program that has proven effective in raising test scores for underachieving students, and ***STAR™ Sportsmanship***, the first interactive sports video game to teach sportsmanship.

About *STAR™ Sportsmanship*:

Created by a group of education and athletic specialists, the award-winning *STAR Sportsmanship* program is the first online sports video game to teach sportsmanship. Designed to train the brain to Stop and Think before acting on impulse using role-playing exercises and modeling of consequences, STAR includes 7 age-appropriate versions for: Elementary, Middle School, Junior High, High School, Coaches, Youth Coaches, and Parents. The program has been proven effective in improving student behavior on the field and in classrooms and is gaining nationwide attention. For Success Stories, a preview and more, visit www.learningthroughsports.com/star.html.

Media Contact:

Amy Frith, 360.930.0954
Learning Through Sports, Inc.
1 Mt Laurel Ave, Suite 210
Birmingham, AL 35242
www.learningthroughsports.com

###