



**EMBARGO UNTIL 4:00 PM CST:**

September 10, 2019

## **Thielen Foundation Announces Partnership with Brooklyn Center High School to Support Athletics Program & Education Success**

**Brooklyn Center, MN:** The Thielen Foundation will kick-off an exclusive partnership with Brooklyn Center High School today by introducing a new youth education achievement program with the goal of closing the achievement gap for girls and boys student athletes in the district. With the support of its partners – ETS Sports Performance, SCHEELS, Adidas, Pizza Hut, Kind Bars, and MATTER – Thielen Foundation will be providing necessary resources and equipment for student athletes to excel both on and off the field.

On the field, the foundation will renovate the Centaurs' weight room, donate \$10,000 of team sports equipment, provide each student-athlete with a \$75 personal gift card from SCHEELS, cover athletic fees (as needed throughout the year), and offer nutritious snacks for student-athletes to help them play to their full potential. Furthermore, the program will have monthly inspiration from the Thielens and all athletes will receive MATTER nutrition tips, giving all student athletes an opportunity to learn about the value of health and nutrition in daily performance.

"Sports taught me how to be a good teammate and leader, in addition to teaching me discipline and important life lessons," said Adam Thielen, President of the Thielen Foundation. "I want these athletes at Brooklyn Center to have the same opportunity to grow."

Off the field, the program will provide encouragement to perform in the classroom through scholarships and other incentives for students who maintain a 2.0 GPA throughout the sports season. A Thielen Leadership Award will be given to a varsity athlete on each team that goes above and beyond and exemplifies leadership qualities on their teams AND in the classroom, with each student receiving a \$1,000 scholarship for higher education. Each student who completes his/her season with at least a 2.0 GPA will also be entitled to Adidas gear, other incentives, and a pizza party with Adam & Caitlin Thielen at year-end provided by Pizza Hut to celebrate the athletes' accomplishments.

Caitlin Thielen, co-founder of Thielen Foundation and former Division I soccer athlete, added that, "Adam and I are grateful for the positive influence sports have had on both of our lives growing up, and it's so important to us that we give the same opportunities to others. We are incredibly excited to launch this program with the goal of inspiring student athletes at Brooklyn Center High School to go after their dreams and reach their full potential."

Thielen Foundation hopes to expand the education impact and bring the program to other schools in the future. Thielen Foundation was founded in 2018 and aims to create programs that will equip and empower kids to reach their full potential in life. The Thielen Foundation's next fundraising event is at Topgolf on Monday, September 23<sup>rd</sup>. For more information, please visit [www.thielenfoundation.org](http://www.thielenfoundation.org) or email our Executive Director, Amy Sinclair at [amy.sinclair@thielenfoundation.org](mailto:amy.sinclair@thielenfoundation.org).

