



**EYES UP-DO THE WORK!**



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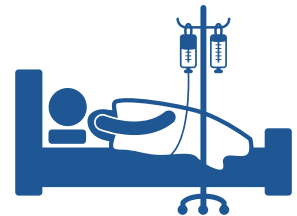
## EYES UP-DO THE WORK!

E4A has developed a model that educates, inspires and motivates athletes to take an active role in becoming their

culture of our schools and improve the lives of our young people.

The "Sport Light" occurs when athletes are given special attention that is not usually given to non-athletes. They are noticed, placed into sometimes unfair stereotypes and expected to be a leader. These athletes often find their influence for good or for bad magnified because of that.

Too many of our young people are suffering from loneliness, bullying, and low



**Each year, approximately 157,000 youth between the ages of 10 and 24 receive medical care for self-inflicted injuries at Emergency Departments across the U.S.**



**Over 160,000 kids stay home from school every day because of bullying and about 2.7 million students reported that they had been bullied.**



best in all areas of their life, including sportsmanship, academics and social change. E4A is working with athletes across America through our EYES UP curriculum and committing them to living the E4A promise. Athletes are in a unique position to make a difference because of something we call the "Sport Light." We are bringing rival athletes together onto a larger team with the promise to live with their EYES UP and to DO THE WORK to help improve the





**Almost 20% of teens that drink and drive say alcohol improves their driving, while 34 percent say the same about marijuana.**



**Every 2 hours and 11 minutes a young person is taking his/her life in America with attempted suicides happening every 11 minutes!**

self-esteem, and unfortunately turning to drugs and even suicide as a solution. What if athletes could help prevent that? We are proving that they can!

an athlete and student. Athletes are often viewed as leaders, but don't all ask for that responsibility. We want to help you in preparing them to do more. They are unique in the influence they have in their schools and communities, and because of forward thinking administrations and coaches over 8000 athletes joined the E4A family in 2014. Reports back from school administrators, parents and athletes show an increase in social awareness, better grades, improved sports performance, greater kindness and compassion for others, and an excitement and pride at being an E4A certified school. E4A is helping student athletes to be socially responsible and to make a positive difference in the lives of others.

E4A was founded in 2011 and is supported by many top educators, current and former professional athletes, motivational speakers, teams, and top coaches in the country. ■



▲ Telling the surgical nurse about Especially for Athletes and how important it is to him to keep the bracelet on during surgery.

E4A admittance is based upon students completing the EYES UP curriculum. This is not exclusive to just athletes, because of that "spotlight" we believe is especially important for them. This curriculum, encouraged by thousands of parents, teachers, coaches and, most effectively, the athletes themselves, is having a significant impact on social issues such as bullying, cheating, poor sportsmanship and teen suicide while placing an extra level of importance to becoming ones very best as

***E4A is helping student athletes to be socially responsible and to make a positive difference in the lives of others.***





# The Salt Lake Tribune

## Monson: Gordon Hayward's important credo: 'Eyes up - do the work'

By Gordon Monson Tribune Columnist

Published January 12, 2014

Next time you see Gordon Hayward flush a dunk or hit a shot, look closely for the gray wristband he wears. He wants you to see it. He specifically wants young people to see it. Etched in yellow letters against the gray are the words: "Eyes up — do the work."



it. The Hawks had what for them was a disappointing season — they finished at 6-5 — but Johnson says the Especially for Athletes program, which was adopted by most of the team, helped players round out who they are.

"We feel like we're making memories," he says, "that we can keep forever."

That's the credo of a movement, started here in Utah, known as Especially for Athletes. It's a program for kids involved in sports, but it extends to many others.

Especially for Athletes was started by a coach, Dustin Smith, in 2011.

Jadon Johnson, senior middle linebacker and captain of Alta High's football team, wears the same band and attempts to do the same things.

"There are 160,000 kids who skip school every day because they're afraid they're going to be bullied," he says.

"I took an oath to keep my eyes up, to look for opportunities to do things above athletics," he says. "To stop bullying at school, to help classmates, to talk to other kids. I got to know a 15-year-old boy at school named Michael. He didn't have a lot of friends. Some of the players went out of their way to get to know him, to sit by him. He totally changed. He started coming to our games. Now, he knows all the guys on the football and basketball teams."

Smith encourages young athletes to use what he calls their "sport light" — the cachet they gain as athletes — to help others feel more accepted, more welcomed, more valued at their schools, and to help themselves gain perspective.

"People are screaming for athletes to stop pounding their chests," he says. "Especially for Athletes helps them to use their talents to help others. They are given an extra level of attention for a short time. They can help others and save lives."

Johnson sees himself not as any kind of hero, just as an 18-year-old who has attempted to do the best he could at football, and also reach through sports to be engaged, to be kind, to be a friend to others who might need

Like Hayward, TY Detmer, the former BYU Star and NFL quarterback who is now a high school football coach in Texas, embraces and endorses E4A.

"We talk to kids about how they can be a good person and a good athlete," he says. "Maybe other kids look up to them and athletes can use their 'sport lights' to make others feel good about themselves, to feel included. They can do little things that might be important to someone else. As an athlete you can be a good guy. You don't have to have a big ego. You can do things the right way." ■





# TESTIMONIALS

"Your presentation also showed me that people are always watching what my teammates and I do, and that one small act of kindness can domino into hundreds of acts of kindness. Thank you so much for coming to my school and showing the athletes here how to be better examples to our peers."

—Mallory, a HS Drill team member

"I attended the presentation with my daughter last night. She is a sophomore softball player. We both absolutely loved the presentation and the message! I really wish this would have been around when I went to school. I took notes the entire time and couldn't write fast enough to keep up with what was been said. This is exactly what student athletes need to hear and be reminded of right now and in the future. Thank you!"

— Kristi, mother of HS softball player

"Since you came to our school I've really been impacted by what you said. It changed my perspective on life and sports. I am excited to be a part of this program. It has influenced my life so much."

— Mike, a HS basketball player

"My name is Kali, Thank you! You taught me that being popular isn't important,

what's important is helping others. "If you aren't helping others, than you're wasting your time." That really touched me. I want to join."

— Kali, a HS cheerleader

"I really enjoyed your presentation the other night. I am on the drill team for my high school and I love every minute of it. I have decided that I want to try and get to know the more shy and quit kids in all of my classes. Again thank you for coming it was an awesome experience to be there and learn tons of different things. Especially the impact athletes have on the entire school."

— Heather, HS Drill

"I want to be the best person and baseball player I can be. You changed my life. I really want to be a part of this program and I commit that I will live the E4A promise. Thank you so much."

— Kade, HS baseball player

"E4A is a tremendous program and had been a huge help for our school on many levels. We look forward to many more years working with you."

— Mike, HS Athletic Director





**E4A PLEDGE:**

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I would like to donate the amount of:

\$100

\$250

\$500

\$1000

Other \$ \_\_\_\_\_

Tax ID: \_\_\_\_\_