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Sports Stars, Albertsons and Ethos Education Group Come Together

Albertsons, Tim Brown and Everson Walls Partner with Ethos Education Group to Build Character in Students-Athletes

The Ethos Education Group teaches students how to develop the positive character traits that will enable them to become future leaders of America.

Frisco, Texas/July 17, 2014:

Albertsons has agreed to be the title sponsor of the Ethos character development program - "YOU'VE GOT THE POWER!" The 14-week program will take place on July 25, 2014 at Heritage High School in Frisco, TX. Albertsons, Heisman Trophy winner and Future Hall of Famer Tim Brown and Super Bowl Champion and perennial Pro Bowler Everson Walls are partnering with Ethos Education Group (Ethos) in Frisco to offer a first-of-its kind character development program for youth.

Ethos Education Group was created to help youths struggling with serious issues such as eating disorders, drug and alcohol addictions, bullying, gambling, peer pressure and violent behavior. The program helps students address and overcome these challenges by teaching them self-value and foundational character traits.

"We are excited to partner with Albertsons as our title sponsor. Albertsons has consistently shown their commitment to our communities and children through the years," explains Michael Davis, president of Ethos. "Through this program the student-athletes of Heritage High School will understand the meaning of leveraging education and sports to become successful on and off the field."

The Ethos Character Development Program – "YOU'VE GOT THE POWER!" is a curriculum-based, customizable character development program designed to improve student's educational experience by redefining success through a firm understanding of identity and self value. Through a cognitive process, the program leverages the social worth of celebrity athletes and entertainers as a means to connect with impressionable youth through a wide range of interactive curriculum platforms that support the mutual goals of both parents and educators.

The "YOU'VE GOT THE POWER!" approach to character development and life skills doesn't exclude anyone. We value the diversity of political, religious, and cultural views that surround us every day and are sensitive to reflect values that are universally embraced such as commitment, generosity, respect, perseverance, courage, honesty, patience, temperance and fortitude. "These are the values that we feel all successful people possess in their lives today!" explains Michael Davis, President of Ethos Education Group.

Students of all ages will have the opportunity to learn about these positive character traits through the lens of character development workbooks, online activities, professional athlete's testimonies, and their own experiences. Each student will use critical thinking skills to engage in creative writing about his or her own life as it relates to featured character traits in a personalized "student diary."

"Having strong character is an important element for long-term success," explains Carol Roberts, Community Relations and Partnership Marketing Manager with Albertsons. "We as a company are truly vested in the positive development of the families that make up our communities."

Data and anecdotal evidence support the urgent need for the Ethos Character Development Program – "YOU'VE GOT THE POWER!" According to the Ad Council, approximately 7,000 high school students drop out every school day, which translates to one in three students. This fact correlates to the increase number of inmates incarcerated in juvenile detention or prisons each year. According to a new study published by wsws.org, a staggering one in ten American male high school dropouts, age 16 to 24, is either in prison or juvenile detention.

"There is a great need for this character program in all public schools around this great country," said Tim Brown, Ethos Partner. "There is a huge disparity with the number of African-Americans and Hispanics that are currently in prison compared to the general population of African-Americans and Hispanics that live in this country. We must reverse this disturbing trend by teaching young people the importance of character and leadership."

"No matter what you do for a living, positive character traits exist in successful people" said Everson Walls, Ethos Partner.

"Our goal is to infuse positive character traits and leadership skills in all children across the country, no matter race, religion or financial status," explains Michael Davis, president of Ethos. "Many other like athletes and celebrities will come on board in the near future to help encourage our children."

The Ethos Character Development Program – "YOU'VE GOT THE POWER!" is open to all public high schools, traditional and charter schools. Depending on the particular need of a school, the program can be very specifically customized.

Visit the company's website to learn more: www.ethoseducationgroup.com

About Ethos Education Group (Ethos):

Ethos Education Group (Ethos) is a nonprofit organization whose mission is to promote and deliver a character development program called "YOU'VE GOT THE POWER!" This program is a collection of written, online, and seminar tools that engage, motivate and inspire youth as they move along the path of evolution from childhood to adulthood.