

FOR IMMEDIATE RELEASE

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CONTACT: Christina Cooper, Vice President of Resource Development and Communications  
United Way of Larimer County

E-MAIL: [ccooper@uwaylc.org](mailto:ccooper@uwaylc.org)

### **Members of the Colorado State Volleyball Team Partner with United Way's WomenGive Program to Leverage Name Image and Likeness and Further their Community Impact**

Larimer County, CO – Members of the Colorado State Volleyball team, in collaboration with The Green and Gold Guard, will expand their relationship with United Way of Larimer County's WomenGive program by leveraging their Name Image and Likeness (NIL) under the new NIL guidelines allowed by the NCAA and further their community impact. The Rams Volleyball team and WomenGive have a long history of working together to celebrate women in athletics and as powerful role models and valuable contributors to our Larimer County community.

United Way's WomenGive program provides support and financial assistance through child care scholarships to single mothers pursuing postsecondary education at Colorado State University and other local colleges and universities. WomenGive helps families achieve economic mobility, allowing them to focus on their studies, knowing their children are receiving high-quality care in a safe environment. Scholarships are available three times a year to new and returning applicants during fall, spring and summer semesters.

"The members of the Volleyball team believe that aligning with United Way's WomenGive program is a great way to use their Name Image and Likeness to promote one of the most impactful programs in our community. WomenGive already helps single moms in Larimer County attend Colorado State University. This alliance will also help connect the team members with the community, while promoting a worthy cause. It's a win for everyone," said Tom Hilbert. Tom is the former Head Coach for The Colorado State Volleyball team and now the Volleyball lead for The Green and Gold Guard.

The Green and Gold Guard, the Official Collective of Colorado State Athletics, is an independent organization that leverages the NIL of Colorado State Student-Athletes to help charitable organizations throughout the state of Colorado with their fundraising efforts and their community impact missions.

As the first of many engagements with WomenGive, The Green and Gold Guard will host a Kids Clinic with the Colorado State Volleyball team benefitting WomenGive on Tuesday, July 25 from 5-6pm in Old Town Square, Fort Collins. The Colorado State Volleyball Team will kick off their 2023 season August 25<sup>th</sup> in Moby Arena against the Kentucky Wildcats.

# LIVE LARIMER UNITED

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of Larimer County



## UNITED WAY OF LARIMER COUNTY

525 West Oak Street, Suite 101 | Fort Collins, CO 80521 | p. 970.407.7000 | f. 970.407.7099 | [www.uwaylc.org](http://www.uwaylc.org)

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For more information on how to support or apply for a WomenGive scholarship, visit <https://uwaylc.org/womengive/>. To learn more about The Green and Gold Guard and how the collective supports the community, visit [www.theggguard.com](http://www.theggguard.com). For more information on The Colorado State Volleyball team, including a schedule of home and away games, visit <https://csurams.com/sports/womens-volleyball>.

### About United Way of Larimer County

United Way of Larimer County (UWLC) leads philanthropy in our community, ensuring that gifts of time, talent, and treasure address today's greatest needs - and reduce tomorrow's. A community's needs change over time, which is why UWLC encourages nimble and innovative human services and a commitment to equity and inclusion. UWLC strives to strengthen our community by supporting youth & education, financial stability, community engagement, and nonprofit excellence in Larimer County.

To learn more about United Way of Larimer County and how you can get involved with your community, visit [www.uwaylc.org](http://www.uwaylc.org).

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