

HW G Assignment – Marketing

[New Partnerships]

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The NFL Takes Another Tremendous Leap into the Future for Young Athletes.
The NFL has partnered with the University of Michigan-Ann Arbor to improve brain safety.

New York City, NY: Today, the NFL will conduct brain safety research with universities, including the newly partnered Michigan University. We are very optimistic as we allow youthful, intelligent students to polish and sustain the evolution of cutting-edge technology to grow the future of young athletes, athletes, and brain data in general. We intend to construct a facility within the university and allow university students and NFL-associated scientists to operate effectively in a designated space. This partnership will last over a decade and will initiate as shortly as June 2023. This partnership originated from results over the past decade, the increasing CTE ("Chronic traumatic encephalopathy is a progressive brain condition that's thought to be caused by repeated blows to the head and repeated episodes of concussion.") existing in athletes' brains who play football or physical sports in broad. This is to increase the safety for athletes playing the sport and expand research and create new findings of brain activity.

Our recent decisions have torched the flame for our associates and us; as our league commissioner expressed, "We know this decision will be the greater good for our athletes and people in general and supply great substance for humanity and the overall development of science. Our youth and athletes are a priority and always will be, as we will never come to a stop regarding progressing our technology to better the lives of individuals. I am very optimistic concerning the immediate future, and so should everybody." Roger Goodell. A Top Enrolled Michigan Bio Engineer communicated regarding the situation and voiced, "I am delighted, and our students will have the opportunity to construct a considerably immense difference to the world. This will be challenging, and we will put our hard work to testament. This opportunity is a one in a lifetime, and we and the NFL will seize it and take full advantage of all the materials and funding provided to us."

As of the result of the partnership, the NFL intends to create and execute:

- A newly constructed research facility within Michigan University will be completed roughly June 2023. Total funding of 15 million dollars.
- Assigning 100 Michigan Bio Engineering students to contribute and ten foreign internships available.

The NFL (National Football League) is a professional football league in the United States and provides the highest competitive level of the sport and peak entertainment to its public viewers. The NFL will partner with the University of Michigan to research head safety to combat the brain damage that results from long football careers.

If you would like more information on this partnership, please email Kirsch.masayuki@nfl.com, or visit our website nfl.com.

NHS. (n.d.). *Chronic traumatic encephalopathy*. NHS choices. Retrieved December 11, 2022, from [https://www.nhs.uk/conditions/chronic-traumatic-encephalopathy/#:~:text=Chronic%20traumatic%20encephalopathy%20\(CTE\)%20is,are%20based%20on%20ex%20athletes.](https://www.nhs.uk/conditions/chronic-traumatic-encephalopathy/#:~:text=Chronic%20traumatic%20encephalopathy%20(CTE)%20is,are%20based%20on%20ex%20athletes.)