

**FOR IMMEDIATE RELEASE**  
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**FOR MORE**

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## **THE RUSH Teams Up with 4th and 1 to Help Underrepresented H.S. Students Reach their Potential**

AUBURN HILLS, MI –THE RUSH ([www.therush.com](http://www.therush.com)), which captures video highlights of every player participating in select high school sporting events and delivers the highlights in real-time to subscribers' smartphones and computers, today announced a charitable partnership with 4th and 1 ([www.4thand1.org](http://www.4thand1.org)) football camps. THE RUSH will sponsor all 45 of the Camp's participants in East Lansing, Michigan and Mt. Pleasant, Texas. The company will capture video highlights of 4th and 1 campers and delivering the highlights in real-time to the mobile devices and computers of their parents and coaches. This year's 4th and 1 Camps will be held at Northeast Texas Community College (NTCC) in Mt. Pleasant, Texas on July 11-15 and at Michigan State University (MSU) in East Lansing from July 18-22.

“THE RUSH team spends so much time working with talented high school students and athletic departments around the country,” commented Bob Kerch, President of THE RUSH. “Supporting an organization like 4th and 1, which is so committed to helping deserving young athletes from underrepresented groups advance, is very special to be a part of.”

A free football camp for high school students from underrepresented groups, 4th and 1 is the only camp in North America that balances sports training with ACT/SAT prep, professional diagnostics and life skills classes. Kaleb Thornhill, a former MSU football player and current Director of Player development for the Miami Dolphins, is the Executive Director of the East Lansing 4th and 1 camp. He is looking forward to growing 4th and 1 with THE RUSH using the Company's technology to enhance the experience of the camp for its participants.

“This year most of our 4th and 1 participants are from high schools around the Lansing area,” said Thornhill. “With the support of THE RUSH we hope to open it up to students from areas like Detroit, Flint, Saginaw next year. Having a partner that can also help us add more value to the camp experience for both participants and their families is an added bonus.”

### **About THE RUSH**

THE RUSH ([www.therush.com](http://www.therush.com)) celebrates individual success and allows you to re-live those special moments and share them whenever from your computer and wherever on your smartphone. Parents can feel the rush of their child's special moments in life any time and any place, as THE RUSH creates, delivers and archives sports video highlights of every player in selected competitions. THE RUSH delivers those highlights to subscribers through smartphones and the web within seconds of live action. THE RUSH is based in Auburn Hills, Mich. and is a Quantum Ventures of Michigan Company ([www.qvmllc.com](http://www.qvmllc.com)).

**About 4th and 1**

4th and 1 is a free football camp for high school students from underrepresented groups. It is the only football camp in North America that balances sports training with ACT/SAT prep and diagnostics, professional development, creative workshops and life skills classes. Its mission is to propel student athletes through high school and college by providing them with individualized athletic, academic and professional skills development.