



August 5, 2020

To: School Superintendents, Principals and Athletic Directors:

WTVM and **Kinetic Credit Union** are pleased to announce the 2020 **Kinetic Credit Union Scholar-Athlete Award**. Each week from August through May, we will feature an outstanding young student with a commitment to team athletics.

The winner of the weekly **Kinetic Credit Union Scholar-Athlete of the Week Award** will be the **subject of a television profile piece on WTVM News Leader 9 at 11PM each Tuesday, with a replay the next morning on WTVM News Leader 9 This Morning at 6AM.**

In addition, Kinetic Credit Union is pleased to **fund a "member share account" for each weekly winner in the amount of \$25.00.** A custom **plaque commemorating the scholar-athlete's win** that week will be presented by **Kinetic Credit Union** and **WTVM Sports Director Dave Platta.** The **winner will also receive more recognition during each week's Sports Overtime high school football special** each Friday night at 11:15PM on **WTVM News Leader 9** and on our mobile news app.

We need your help to **make sure your best scholar-athletes get nominated.** All of us are still navigating through the Covid-19 pandemic and both **Kinetic** and **WTVM** **pledge to follow all health-based protocols.** This award reflects the importance of academics and athletics in the well-rounded student's educational and personal development – which must continue, even during this unusual time. We hope you encourage your staff to nominate all scholar-athletes worthy of consideration. Nominations can be made on **www.wtvm.com/KineticScholarAthlete.**

Please let us know if you have any questions. **WTVM** is delighted to partner with **Kinetic** on this project to provide positive reinforcement for students who succeed in balancing academic achievement as an athlete in a competitive sport.

Very Sincerely Yours,

Mark Littleton
President & CEO
Kinetic Credit Union

Holly Stuart
Vice President & General Manager
WTVM News Leader 9

