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## Big 12 Champions For Life Campaign Enters Second Year Highlighting Impact Of Scholarships For Student-Athletes

*- Campaign Recognizes More Than 150 Student-Athletes -*

**Irving, Texas** – When the Big 12 opens its first full weekend of conference games this week it will do so against a backdrop of inspiring student-athlete features as part of its “Big 12 Champions for Life” campaign.

In its second year, the initiative showcases the success stories of student-athletes and how an athletic scholarship has positively impacted their lives. This year’s campaign kicks-off on Thursday, September 29, with a series of features highlighting the stories of individual student-athletes from every Big 12 school. The spots will air during each Big 12 football telecast this weekend, and will run in-stadium as well as on Big 12 digital and social media platforms throughout the season. In addition, each 30-second feature, along with longer versions of the student-athletes’ stories, and other academic information will appear on Big12ChampionsforLife.com.

Last year the campaign featured 125 student-athletes across an array of sports, and focused on stories of leadership, community service and obstacles overcome in the pursuit of higher education. This year, more than 150 student-athletes will be profiled, sharing his or her story of how an athletic scholarship has changed his or her life for the better. Both current and former student-athletes are highlighted in the campaign that will run throughout the academic year.

“We have tremendous student-athletes with incredible stories to tell – from those who have overcome homelessness to becoming a first responder,” said Big 12 Commissioner Bob Bowlsby. “Their contributions made on and off the fields of play make them positive role models for their classmates, friends, family, and our communities. We are proud to have them serve as ambassadors as to what it truly means to be a Big 12 student-athlete.”

The student-athletes featured opening weekend include:

Chelsea Whitaker (basketball), Baylor alumna  
Kamari Cotton-Moya (football), Iowa State  
Keon Stowers (football), Kansas alumnus  
Erica Young (basketball), Kansas State  
Samaje Perine (football), Oklahoma

Vincent Taylor (football), Oklahoma State  
Caylin Moore (football), TCU  
Octavious Bishop (football), Texas alumnus  
Justin Stockton (football), Texas Tech  
Skyler Howard (football), West Virginia

For more information, visit [Big12ChampionsforLife.com](http://Big12ChampionsforLife.com), [Facebook.com/big12champ4life](https://Facebook.com/big12champ4life) and follow the campaign on Twitter (@Big12Champ4Life).

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