



## **Be the Difference NIL™ Launches for Marquette University Student Athletes**

***Community-focused collective will provide opportunities for athletes to support local organizations.***

**Milwaukee, May 3, 2021** – *Be the Difference NIL™*, a Milwaukee based non-profit NIL organization, announced today that it will provide Marquette University (MU) student athletes a platform to give back to their community and support the MU’s mission to be men and women for others. Former Marquette Men’s Basketball player Travis Diener will lead the collective as Executive Director. Diener is joined by fellow 2003 Final Four teammates Steve Novak and Rob Jackson and former Women’s Basketball player Kiesha-Oliver Hayes who will serve as directors.

“As NIL begins to transform the landscape of college athletics, we are thrilled to announce this NIL collective that will benefit both our student athletes and our community,” said Diener.

The collective is being announced following a decision by the National Collegiate Athletic Association (NCAA) in July of last year that allows student athletes to be compensated for use of their name, image and likeness, or NIL. *Be the Difference NIL™* will be working directly with Marquette University student athletes to compensate students for participating in community-focused work, events, and programs.

“We are a third-party organization not affiliated with Marquette University,” said Diener. “However, we are committed to aligning with the University’s goal of being men and women for others. This means our sole focus is to invest in the development of our players and help them to positively impact their communities.”

*Be the Difference NIL™* has partnered with four non-profit Milwaukee community organizations: The Boys and Girls Clubs of Greater Milwaukee, SHARP Literacy, Cristo Rey Jesuit High School Milwaukee, and All-In Milwaukee.

The collective will initially be supporting athletes from the MU men’s and women’s basketball teams. As the NIL landscape continues to take shape, the collective will evaluate the possibility of supporting additional teams in the future.

Anyone interested in becoming a donor or organizations looking to get involved and want to learn more about the collective are encouraged to visit [BeTheDifferenceNIL.org](https://BeTheDifferenceNIL.org)

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