

Press Release

FOR IMMEDIATE RELEASE

South Anchorage High School Student-Athlete Receives National Honor

South Anchorage Student-Athlete, Rocco Whited, Claims a Prime Position on the 2023 National Athletic Advisory Council

NASHVILLE, TN January 27, 2023, The National Athletic Advisory Council (NAAC) announced newly elected 2023 Council Members from a pool of thousands of candidates spanning the country, with South Anchorage Student-Athlete, Rocco Whited claiming a prime position.



Rocco Whited is a 2024 Varsity Football player for South Anchorage High School, Anchorage, Alaska. Though he has competed in multiple sports, he is currently on the Varsity Football and Track and Field teams, boasting accolades such as First Team Offensive Line. Whited is described as extremely coachable, persistent, and one who forms deep bonds with his teammates. It says a lot about an athlete's ability to manage conflicting ideas when they require enough intensity on the field to take out an opponent, while also being described off the field as thoughtful and kind.

“Rocco has the temperament the council looks for! He’s aggressive and will out battle the guys on the other side of the line, and yet holds a gentle humanity about him that genuinely makes his teammates and friends feel cared for. Many times, NFL players are described as having to, ‘kill the guy with the ball,’ and that doesn’t translate well in their marriages or other relationships. Guys like Rocco have developed the strong ability to know when to turn it on, but more importantly in life, when to dial it back,” said Catch23 Performance Owner, Kaci Allen. “He’s going to add much value to the collegiate team that snags him!”

Election to the NAAC is the highest sport psychology honor available to high school athletes. Nomination to the NAAC is open to athletes from all sports across all 50-states and is based on a level of excellence in Athletics, Academics and Personal Character. Once nominated, Athletes must apply for consideration, complete an interview process and if moved through to the final round, identifying information is removed from applications, then voted on by a team comprised of collegiate/high school athletic directors, collegiate/professional athletes and coaches, executive coaches, sport psychology coaches and other leadership professionals.

feedback to help direct programming for T.E.A.M. (*Training Elite Athletes Mentally*) Varsity, the leading Sport Psychology program available to high school athletes. Members of T.E.A.M. Varsity have access to monthly live calls/workshops focused on sport psychology and developing and/or honing their own mental game as well as exercises, Q&As and more with leading experts. “At Catch23, we work with top Athletes around the world, helping them develop and keep an unstoppable mental game. We want high school athletes from the smallest town to the largest competitive arena to have access to the same expert knowledge, techniques, and exercises on their own time, in a way that’s not been available, until now,” said Allen.

“T.E.A.M. Varsity has changed our Athlete’s entire trajectory. Last year, he almost quit playing altogether but just recently accepted a full 4-year scholarship to a division one school, a dream

come true,” said a T.E.A.M. Varsity parent. T.E.A.M. Varsity is transforming how the mental game is approached, combining expert knowledge and practical applications that help athletes in all areas of life, in addition to sport performance.

To nominate an athlete for the National Athletic Advisory Council, visit www.NationalAthleticAdvisoryCouncil.com.

About Catch23 Performance

Catch23 Performance is headquartered in Nashville TN and works with Professional, Collegiate and High School Athletes around the world, building UNSTOPPABLE mental games. For more than two decades, Catch23 has worked with athletes at every level and the transitions between with unique training combining sport & performance psychology with clinical mental health counseling and has made sport psychology coaching accessible like never before.

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