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**New NIL Entity Set to Amplify East Mississippi Community College's Championship Legacy**

**August 13, 2024** – East Mississippi Community College has been a powerhouse in junior college athletics with five national football championships and nine conference titles in the past 15 years. Now, EMCC's student-athletes are poised to make waves in the Name, Image, and Likeness arena as well, with the launch of Five Star Legacy, a new entity designed to use a business and collective approach to leverage the power of those athletes.

In particular, Five Star Legacy will collaborate with Lion student-athletes across a number of sports to develop their personal brands, while also engaging them in efforts to promote athletic events, businesses, and charitable efforts in the local community and beyond. These efforts will begin with football, with Five Star Legacy expecting to reach agreements with every member of this year's Lions team.

"Five Star Legacy is a testament to the deep interest and pride that not just members of the community but people across the world have in EMCC athletes," said Terry High, a Jackson-based attorney with extensive experience working with college athletes. "This effort not only opens the door for EMCC athletes to enhance their own profile but also underscores the responsibility they carry as role models within the community."

Operating within the legal framework established by Mississippi law and adhering to National Junior College Athletic Association (NJCAA) bylaws and guidelines, Five Star Legacy hopes to provide and facilitate meaningful NIL opportunities for EMCC athletes.

"We are excited to see the impact that EMCC athletes can have through Five Star Legacy," said High. "This effort has a tremendous potential to enrich the lives of these athletes and the community not simply through promotional efforts but also through athletic camps, appearances, and other service-oriented efforts."

EMCC supporters or others interested in leveraging the power of EMCC student-athletes can visit [FiveStarLegacyNIL.com](http://FiveStarLegacyNIL.com) or follow [@FiveStarNIL](https://twitter.com/FiveStarNIL) on X (formerly known as Twitter) for more information. For other inquiries, please contact Terry High at 601.991.2218 or via email at [fivestarlegacy@gmail.com](mailto:fivestarlegacy@gmail.com).

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About Five Star Legacy NIL, LLC:

Five Star Legacy is a Mississippi limited liability company dedicated to leveraging the influence and marketability of EMCC student-athletes to promote athletic, business, and charitable activities. The organization seeks to afford opportunities for student-athletes grow their personal brands in compliance with Mississippi law and NJCAA rules.