SEAN JENSEN Shares Super Bowl Content for Young Athletes Across Multiple Platforms

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Minneapolis, Minn. ? Super Bowl LV is set, with the Kansas City Chiefs hoping to defend its crown and the Tamp Bay Buccaneers aiming to complete its underdog journey.

After graduating from Northwestern University, Sean K Jensen spent 15 years covering the NFL for major newspapers and websites, and making appearances on numerous ESPN and NFL Network platforms, as well as CNN and ABC's Good Morning America. Now, though, he works with children in multiple capacities, and brings his storytelling and analyzing skills to uniquely break down the big game for oldest and youngest fans.

?As a sportswriter, I had the great fortune to deal with everyone who power our nation's most popular sport, from the players and coaches, to agents and owners, and everyone else in between," he says. "I think it's important to provide a perspective so the youngest fans can truly understand what it takes to make it to the Super Bowl, and the lessons they can learn."

On his website, Sean spotlights the "5 Most Overlooked Players in Super Bowl LV," sharing the remarkable underdogs who are playing in football's biggest game. In his podcast Winning Is Not Everything, Sean will break down the 4 Keys to a Championship Team, highlighting the importance of having "coachable" players. In his weekly message to Minnesota Youth Athletic Services, Sean focuses on one of the most "coachable" athletes to emerge from the state, Tyler Johnson, who starred at North Community High School in Minneapolis and the University of Minnesota before being drafted by the Bucs last offseason. On NBC Sports' Sports Engine, Sean reinforces "How to Relish a Big Sports Moment." And on Friday, two days before Super Bowl LV, Sean is hosting a free webinar of his video series Model Student Athlete, including a full viewing of his training session on "Being Coachable." Viewers will learn the 15th-century origin of the word "coach," the different levels of "coach-ability," and hear and see insights on being coachable from a range of sporting legends such as Tom Brady, Michael Jordan, Pete Sampras and legendary University of Tennessee women's

basketball coach Pat Summitt.

"The Super Bowl is consistently one of the most-watched programs on television each year," Sean says, "and I think young athletes deserve content that will get them excited about the teams and the players."

About Sean Jensen

Sean is the author of the Middle School Rules, published by BroadStreet Publishing Group, a series that tells the inspirational childhood stories of professional athletes Brian Urlacher, Charles Tillman, Skylar Diggins, Jamaal Charles, Vontae Davis and Thomas Morstead. He is the head junior varsity coach and an assistant varsity coach at a Minneapolis high school, and a coach and board member of a suburban Minneapolis soccer club. He is the host of Winning Is Not Everything, a weekly podcast for young athletes and their parents, and the creator of Model Student Athlete, a video series that highlights key character traits that help a young person be their best on and off the field.

Sean was adopted from South Korea and raised in California, Massachusetts and Virginia, mostly on or near military bases. Given his unique background, he's always been drawn to storytelling, a skill he developed at Northwestern University and crafted for 17 years, almost exclusively covering the NFL for major newspapers and websites. He lives in a suburb of Minneapolis with his wife, two children and dog.

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For more information about Model Student Athlete, contact the company here:Model Student AthleteSean Jensensean@modelstudentathlete.comModel Student AthleteMinneapolis, MN https://goo.gl/maps/SSxLcM3H6eMmWctk6

Model Student Athlete

Sean K. Jensen is an author, a speaker and a coach who believes in challenging, inspiring and encouraging kids through sport. He is the host of Winning Is Not Everything, the author of Middle School Rules and the creator of Model Student Athlete.

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