

Ascension Sports Academy Announces Coach Johnathan Edwards as Director of Girls Basketball for LabCity Select 3SSB, Expanding Leadership and NIL Readiness for Student-Athletes

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Garfield Township, Michigan - October 27, 2025 -
Ascension Sports Academy has announced that Coach Johnathan Edwards has been named Director of Girls Basketball for LabCity Select 3SSB, a move that reflects both organizations? shared commitment to developing elite athletes prepared for the evolving world of collegiate athletics?including the expanding influence of Name, Image, and Likeness (NIL) opportunities.

A former Division I standout at Radford University, Coach Edwards has built a career defined by leadership, innovation, and vision. Over the past five years, he has established himself as both a respected coach and a serial basketball entrepreneur, leveraging his experience to build programs that go beyond athletic performance. His philosophy combines high-level skills training with mindset and soft skill development?empowering athletes to compete not only on the court but also in classrooms, communities, and future professional environments.

Coach Edwards? entrepreneurial approach to the game has led him to create and direct several successful basketball initiatives throughout the Carolinas. In addition to his new leadership position with LabCity Select 3SSB, he continues to train and mentor athletes through Ascension Sports Academy, where he provides year-round development programs across Charlotte, Fort Mill, and Rock Hill. His training emphasizes basketball fundamentals, game IQ, leadership, and personal accountability?preparing athletes to leverage both their physical and mental skills in today?s competitive recruiting and NIL-driven landscape.

Further expanding his impact on youth basketball, Coach Edwards also serves, and will continue to serve as the Fort Mill and Rock Hill Regional Director for Yes I Can Basketball, where he oversees all regional leagues, camps, and training programs from start to finish. Coach Edwards has created an environment for athlete development, known for its demanding pace and relentless energy. Along with the leadership of Yes I Can Basketball, they push players to their limits, instilling a work ethic that produces real results. As coach Edwards likes to say, ?bring a water bottle?because we're going to put you to work.?

?Coach John is a leader who brings intensity, purpose, and vision,? said a spokesperson from Ascension Sports Academy. ?He?s not just elevating the level of play?he?s preparing student-athletes to navigate an environment where performance, character, and NIL awareness intersect. His entrepreneurial mindset mirrors the kind of adaptable leadership we want our athletes to model.?

As high school & college athletics evolve, Ascension Sports Academy is at the forefront of helping student-athletes understand how to manage their personal brand, communicate effectively, and approach collegiate opportunities with professionalism and confidence. By blending competitive training with mindset and leadership education, the academy ensures its athletes are equipped to excel both in sports and in life.

?The game is changing,? said the spokesperson. ?Athletes are no longer judged only by what they do on the court. They?re being evaluated on how they represent themselves, how they lead, and how they engage with NIL opportunities responsibly. We?re committed to helping them thrive in every aspect of that journey.?

Through his work with Ascension Sports Academy, LabCity Select 3SSB, and Yes I Can Basketball, Coach Edwards is building a connected ecosystem for basketball excellence?one that prepares athletes for every dimension of success. His programs emphasize not just skill and performance but also mindset, communication, and emotional intelligence, the ?soft skills? that often determine whether athletes transition successfully into collegiate or professional environments.

Families across Charlotte, Fort Mill, and Rock Hill seeking elite basketball training, college recruiting preparation, and NIL education continue to turn to Ascension Sports Academy as a partner for

comprehensive athlete development. The academy?s emphasis on mentorship, exposure, and next-level readiness has positioned it as a leader in progressive, athlete-centered coaching.

Coach Edwards summed up his mission best: ?This is bigger than basketball. It?s about helping young athletes understand who they are, how to compete, and how to carry themselves when opportunities arise. We?re teaching the game?but we?re also teaching life.?

Through his ongoing work with Ascension Sports Academy, LabCity Select 3SSB, and Yes I Can Basketball, Coach Johnathan Edwards continues to redefine what it means to be a coach, mentor, and entrepreneur?building not just better athletes, but better leaders for the future of the game.

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