



BRIGHTKEY
PR

GET COVERED ON: AP NEWS, NBC, & GOOGLE

YOUR PROFESSIONAL PRESS RELEASE

FAST-TRACK TO COVERAGE
ON 100+ TOP NEWS SITES

PREPARED FOR:
MICHAEL CARSON

167 MADISON AVENUE
STE 205
NEW YORK CITY, NY
10016

OFFICIAL PRESS RELEASE FOR:

Michael Carson

READY FOR DISTRIBUTION



BEYOND THE GAME HIGHLIGHTS THE POWER OF ATHLETICS TO SHAPE CHARACTER AND ACADEMIC SUCCESS

Veteran educator and coach Michael Carson shares a transformative curriculum built on 27 years of inspiring student athletes.

New York, NY, February 23, 2026 — In *Beyond the Game: Building Champions in Life and Learning*, veteran educator and coach Michael Carson brings nearly three decades of experience to a powerful message about the intersection of athletics and education. Drawing from 27 years in the classroom and on the field, Carson presents a curriculum designed to cultivate not only athletic performance, but also personal character and lifelong success.

Beyond the Game reflects Carson's long standing belief that sports are more than competition. They are a dynamic classroom where teamwork, resilience, discipline, and sportsmanship are taught in real time. Throughout his career, Carson has worked to ensure that student athletes understand that victories are measured not only on scoreboards, but in personal growth and academic achievement.

The curriculum outlined in the book emphasizes leadership development, accountability, and the importance of education as a foundation for opportunity. Carson argues that athletics, when paired intentionally with academic guidance, can reinforce critical life skills.

Colleagues and students alike recognize Carson's influence. His dedication to mentoring young people has shaped school communities and strengthened the connection between athletic programs and academic success. *Beyond the Game* captures the philosophy that has guided his work, offering practical insight for coaches, teachers, and administrators seeking to elevate their impact.

Rather than focusing solely on drills or game strategies, Carson frames athletics as a vehicle for holistic development. He underscores that resilience learned in competition translates into perseverance in the classroom and beyond. The book serves as both a tribute to his educational journey and a roadmap for institutions committed to integrating character formation into sports programs.

Inspired by the students he has coached and taught over the years, Carson developed *Beyond the Game* to formalize the principles that have defined his career. His approach centers on the idea that education and athletics are not separate pursuits, but complementary pathways that together produce confident, capable leaders.

Michael Carson is an educator and coach with 27 years of experience dedicated to empowering student athletes. Through mentorship and curriculum development, he continues to champion the belief that sports, when aligned with academic purpose, build champions in life as well as learning.

The book is now available — secure your copy here: <https://a.co/d/06HDjy9r>

For review copies, interview requests, or additional information, please contact:

Michael Carson

Email: carsoncarson11@gmail.com