

# Athlete Advantage Supports BrandR's Defense of Student-Athletes' NIL

LEXINGTON, KY, USA, June 21, 2023 /EINPresswire.com/ -- Athlete Advantage Stands in Solidarity with the BrandR Group in Defense of College Athletes in its Lawsuit Against EA Sports.

Athlete Advantage, the leading sports marketing NIL agency committed to promoting a student athletes right to benefit off of their Name, Image, and Likeness (NIL), proudly announces its unwavering support for the Brandr Group's defense of college athletes in their legal battle against EA Sports. This lawsuit represents a pivotal moment in the pursuit of justice and rightful compensation for these talented athletes, and Athlete Advantage is honored to stand alongside BrandR Group in this crucial fight.

At the heart of this lawsuit lies the critical issue of fair compensation and the preservation of the rights of college athletes. For far too long, these dedicated athletes have been denied the opportunity to fully capitalize on their hard work, talent, and personal brands. They serve as the lifeblood of collegiate sports, captivating fans with their exceptional performances and generating substantial revenue for their respective institutions. Yet, they are often confined by outdated rules and regulations that restrict their ability to benefit from their own names, images, and likenesses. As a reference, EA Sports Madden NFL Franchise, \$100 Million is split up between 2,000 NFL players. In comparison, EA Sports has committed just \$5 million to be split between 10,000 college athletes for a product that is likely to exceed the sales projections of any previous EA Sports Product.

Athlete Advantage firmly believes in the inherent right of college athletes to control and profit from their NIL. These individuals pour their hearts and souls into their sport, sacrificing countless hours of training and competing. It is only fair that they receive fair compensation for their contributions, both on and off the field. By supporting the BrandR Group and the athletes involved in this lawsuit, Athlete Advantage aims to amplify their voices and advocate for long-overdue reforms in collegiate sports.

The lawsuit against EA Sports serves as a catalyst for change within the sports industry. It signifies a turning point in the recognition of athlete rights and has the potential to shape the future of collegiate sports. Athlete Advantage CEO Ryan Miller commends the courage and determination displayed by the athletes involved in this legal battle as well as the stance The BrandR Group has taken in favor of student athletes. Their commitment to challenging the status quo will undoubtedly pave the way for improved conditions and opportunities for future

generations of college athletes.

As an agency dedicated to fairness and equal treatment, Athlete Advantage calls upon all stakeholders in the sports industry to support the rights of college athletes. It is time to embrace a more equitable system that empowers athletes, enables them to profit from their NIL, and ensures a sustainable and prosperous future for collegiate sports.

Athlete Advantage pledges to continue supporting the BrandR Group and its mission to protect the rights and interests of college athletes. We are committed to collaborating with industry leaders, policymakers, and athletes to bring about meaningful change that fosters a right and just sports landscape.

The BrandR Group, LLC V Electronic Arts inc.

Case# 3:23-cv-02994

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