

Hall of Famer LeRoy Butler Joins with August Allen AR to Revolutionize Sports Marketing and Athlete Branding

Pioneering the Future of AI and AR for Innovative Athlete Access and Brand Growth

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EINPresswire.com/ -- Pro Football Hall of Famer [LeRoy Butler](#) has partnered with [August Allen AR](#), a trailblazer in AI and AR technology development. This innovative collaboration combines August Allen's creative use of cutting-edge advancements in artificial intelligence and augmented reality with Butler's vibrant personality and genuine character. The result is a powerful, user-friendly tool that redefines how athletes, agents, and sports marketers connect with audiences and elevate their brands.



The former Green Bay Packers star, Super Bowl Champion, and inventor of the famed 'LeRoy's Leap', Butler has gained national notoriety off the gridiron for his contributions to social and economic justice, health and wellness, particularly with youth, exceptional community service, and diverse business acumen. As a role model and inspiration, his dedication to family and community is unparalleled. LeRoy's Leap 36 brand portfolio includes a weekly podcast, 'Leap of Faith' - a documentary of his inspiring life story in development, 'Leap into Wellness' Youth Mental Health Summit, the Butler Versus Bullying youth initiative, 'Leaping into the Kitchen with the Butler and the Chef', a cooking show now in development, two adult-beverage brands, a coming second autobiography, a weekly televised NFL breakdown and analysis, and several other projects. This marriage of Leap 36, AI, and AR marks the establishing of a virtual field of live engagement and useful information which can point to a variety of online resources or partner sites, based upon the desire or need.

“You know I’ve always been surrounded by professionals of the highest caliber with the highest standards of excellence, and the August Allen AR team leads in its ability to problem-solve and creatively implement AI and AR technologies,” noted LeRoy, a three-time author, member of several community and youth engagement boards and initiatives including the Green Bay Packers, the national GE Leadership Summit, and the MKE Fellows, to name only a few. “We’ve been working together for a while now, and as the technology has advanced, and the worlds of AI and AR now intersect, having this really cool and effective way of engaging people regarding their daily health, wellness and quality of life is as exciting for me as suiting up for the big game! August Allen is ahead of the curve, and together, we’re focused on using this tech to positively impact the lives of people in a personal way.”

Devised uniquely to “Let Your Brand Speak For Itself,” August Allen’s new software offerings have emerged from the notion of redefining brand engagement through the use of cutting-edge technologies. Combining the analytical and conversational power of AI with the immersive engagement of AR, August Allen is structured and gauged to take brands forward into the newest venues of digital modernization.

“The know-how behind harnessing and merging recent technological innovations is what’s driving this means of high-level brand engagement,” August Allen founder and creative director Justin Hayes remarked. “Working with a NFL Hall of Fame athlete like LeRoy is exceptionally well-suited to growing his Leap 36 Brand, and validating the replicability of the products we are building. LeRoy’s inimitable style, combined with his AR avatar displays groundbreaking agility which can easily be duplicated for celebrities desiring to reach their fans in new ways. We are on the threshold of real-time, any-time communications applicability, where real-life personalities can be effectively leveraged to expand on their names, images, and likenesses in unprecedented ways.”

Rollout priorities for the Leap 36 August Allen team include brand engagement with several recognizable names from professional sports, strategic deployment of services and resources under expansion of the ‘Leap into Wellness’ initiative with academic, healthcare, and civic partnerships, a sports related, philanthropic media event, and other projects in discussion.

For additional information, visit augustallenar.com/leroy-butler-ai-avatar, or contact Justin Hayes at justin@augustallenar.com, call/text 720-772-9826.

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