**FOR IMMEDIATE RELEASE**

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**REACHING FOR GOLD: THE GOLD STANDARD AGENCY’S FIRST FUNDRAISING EVENT**

**INDIANAPOLIS, IN. -- April 12, 2024 –** The Gold Standard Sports Agency is hosting a fundraising event for gymnasts and families of gymnasts. The event will take place on Friday, April 12, 2024, from 5 p.m. to 9 p.m. at the Gainbridge Fieldhouse at 125 S Pennslyvania Street, Indianapolis, Indiana.

The average age of female Olympic gymnasts is 17 years old. This is why it is so important to capitalize on their professional opportunities starting at a young age.

The purpose of this event is to fundraise for resources toward supporting female gymnasts in their athletic and professional careers. At the fundraiser, there will be dinner, an award ceremony, and a call to action for donations. Guests of the event will have the opportunity to meet the Olympic Gold Medalist from the 2008 team, Shawn Johnson.

Bella Talerico, CEO of The Gold Standard Sports Agency, said: “Gymnasts like Suni Lee have seen the way NIL deals have helped transform a semi-professional sport into an Olympic career, NCAA career, and a professional career that will create a legacy past their competition time.”

The Gold Standard Sports Agency is focused on partnering directly with female gymnasts from middle school age to the end of their careers. The company's goal is to fix the gender pay gap that is in NIL deals for all female athletes. Male athletes get paid way more for endorsement deals than female athletes, and Gold Standard Sports Agency wants to change that.

To purchase tickets for the event please visit [www.thegoldstandardagency.com/fundraiser](http://www.thegoldstandardagency.com/fundraiser), all proceeds will go towards gymnasts who work with The Gold Standard.

To become a Gold Standard athlete please contact Bella Talerico at bt@goldstandard.com or visit the website at [www.thegoldstandardagency.com/athlete](http://www.thegoldstandagency.com/athlete).

The Gold Standard Agency is a sports marketing firm that focuses on female gymnasts and maximizing their athletic and professional careers.

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