



Proclamation

Family Sports & Business Awareness Month

April 2025

WHEREAS, families across Tolleson play a vital role in the development and success of student-athletes, supporting them in balancing academics, sports, and personal growth; and

WHEREAS, parents of student-athletes often face challenges, including financial pressures, academic planning, mental and physical health concerns, and preparing their children for life beyond sports; and

WHEREAS, April 2025 has been designated as Family Sports & Business Awareness Month to provide families with essential tools, resources, and strategies to support their athletes while reducing time, money, and stress burdens; and

WHEREAS, businesses, government, academia, and nonprofits, including NILO Limited, will collaborate during Family Sports & Business Awareness Month to host events, programs, and webinars focused on goal setting, risk management, financial planning, health protection, and family business creation; and

WHEREAS, NILO Limited's mission to "Add Ownership to Name, Image & Likeness" highlights the importance of preparing athletes for success on and off the field, equipping them with professional branding, entrepreneurship, and business planning skills; and

WHEREAS, Family Sports & Business Awareness Month will empower families, strengthen communities, and ensure every student-athlete has the necessary support and resources to thrive academically, athletically, and personally.

NOW, THEREFORE, I, Juan F. Rodriguez, by virtue of the authority vested in me as Mayor of the City of Tolleson, Arizona, do hereby proclaim April 2025 as Family Sports & Business Awareness Month and call upon families, educators, community leaders, and organizations to participate in this vital initiative to build a brighter future for our student-athletes.



Juan F. Rodriguez

Juan F. Rodriguez, Mayor

ATTEST: Crystal Zamora

Crystal Zamora, City Clerk