

## **A new sports agency emerges from the streets of Washington, D.C.**

*Play it Coy will change the face of sports management by guiding athletes during their prime as well in retirement, ending the financial and emotional devastation that too often plagues retired pros who are ill-prepared for their lives after sports.*

**Nov. 6, 2012** - [PRLog](#) -- Washington, DC: Play it Coy (<http://www.playitcoy.com>), founded on two key principles by CEO Chris Coy, celebrates the opening of its doors:

Preparing an athlete for the inevitable: life *after* his/her sports career ends, either because of injury or retirement (only ¼ of an athlete's life is on the field).

And, giving back through community outreach.

In July 2012, Christopher Coy formed the Life After Sports Agency, LLC and Play it Coy (PIC), his sports management firm. With the purpose that "someone needs to finally start truly protecting the players who give fans *so* much," Coy, a 25-year-old graduate of Georgetown University's School of Sports Management, is differentiating himself from the many firms that have come before him. PIC's focus is not only to guide athletes during their prime, but also to truly prepare athletes for their lives when their professional sports careers come to an end. Coy's philosophy is simple: have a plan; execute. PIC helps players develop and execute a plan for every phase of life, not just life on the field.

Raised by a single mother who found support in a strong community, Coy is driven by his dedication to give back. He will send his strong message for today's youth through the success of each one of his athletes: Achievement is possible, both on and off the field. "My job as the athlete's agent is to make sure that not one young person squanders the opportunities 'the game' provides," says Coy. "I challenge myself to make a positive and lasting impact on every player I sign, on and off the field. I want to positively impact my players so that I am proud of them in the game and life itself."

PIC is changing the face of sports management with its philosophy of transition, "The Chance" program and "The Corporate Challenge."

**Transition:** "My job as a sports agent is to help an athlete get a big lead through the 1st and 2nd quarters of his life, impress upon him the need to "record" the moments, and understand the impact his athletic career can and will have on the game of life," says Coy. "Play it Coy by creating a strategy to play, pause, record and execute through all four quarters of the game."

### **The Chance**

As part of the PIC philosophy of transition to life after sports, PIC creates for its athletes the corporate chance, opportunities for athletes to experience a second career off the field both during their professional career (off-season; while injured) and in retirement. Through mentorships with companies both large and small, Play it Coy provides athletes the opportunity to discover their skills off the field.

### **The Corporate Challenge**

Play It Coy is committed to supporting professional athletes in their transition off the field and throughout their lives after sports. Therefore, "The Corporate Challenge" is a chance for fans (business owners both large and small) to give back to the athlete by offering opportunities to explore his off-the-field capabilities.

After all, professional athletes have the exact qualities sought by employers: *drive, a teamwork mentality, the ability to take directions and an understanding of the importance of schedules and deadlines.*

### **Chris Coy**

Coy's love of the game began at an early age and became his incentive for everything from education to work, and the driving force behind his career as a Certified Contract Advisor with the NFLPA. With a B.S. in Sports Management from Hampton University, Coy continued his focus with a Masters in Sports Industry Management from Georgetown University. Born in the New York City, Coy was raised in Howard and Prince George's County, Maryland.

For the Play it Coy website, please go to [www.playitcoy.com](http://www.playitcoy.com).

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