



## Stay Golden, My Friends

**WEST CHESTER, PENNSYLVANIA, Oct. 4, 2011**— Can a pair of golden shoelaces help change the lives of our young students and athletes? Entrepreneur Steve Namiotka, from West Chester, Pennsylvania, says, “Why not?”

Steve’s innovative fashion, Golden Laces Inc. is designed to remind students and athletes alike that they have it within themselves to reach their full potential. Golden laces are not simply a reward for success, but a commitment to staying wholesome. “As adults, we always look back and say, ‘if I had only done this or if I had stayed away from that,’” Steve reminds himself, “But, if we can get our children to be proud of their accomplishments, to be proud of the person they are becoming, then we are helping to build a better future.”

Steve has made it his personal goal to help children in the community be able to look back and say, “I worked hard and did the best that I could.”

As of July, 2011, Golden Laces has taken on a deeper, more purposeful meaning. Originally, Golden Laces were strictly an award for those athletes fortunate enough to have won a championship in a sports or academic competition. They were a source of confidence for future competitions, unique in that they could be worn during competition unlike traditional trophies, medals, and plaques.

Recently, Steve introduced the Stay Gold Pledge, which uses Golden Laces as a symbol of students and athletes’ commitment to adhere to its message: I will abstain from drugs, alcohol, and immoral behavior; I will be truthful in all my endeavors and treat all individuals with Love and Respect.

This Pledge gives students and athletes the greatest opportunity to achieve their goals and become admirable citizens. Golden Laces are a constant reminder to believe in oneself and to treat others as you would be treated. “If we listen, Champions always attribute greatness to the hard work and long hours, teammates, coaches, parents, and God,” Steve says, “But why not give ourselves some credit.”

Our youth face daily challenges in school, in sports, and, in particular, during social situations. Golden Laces are a refreshing reminder of the commitment to citizenship, and more importantly, to personal success.

Sponsorship opportunities are available to businesses and individuals who want to donate Golden Laces to a school, team, club or league. Golden Laces is a great opportunity for local businesses to help ensure the community’s youth remain good students, athletes, and role models. Whether Golden Laces are used as the symbol of commitment or as an award, they are a daily reminder to reach your potential.

### Stay Golden!

Golden Laces are available in more than 50 varieties, including: MVP, BASKETBALL CHAMPION, STATE CHAMPION, SOCCER CHAMPION, ACADEMIC CHAMPION, BAND CHAMPION, 300 GAME, WRESTLING CHAMPION, CHEERLEADING CHAMPION.

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