

Diversify, Inc. Joins Especially for Athletes (E4A) as a Corporate Sponsor

Written by Australian Business

(PRLEAP.COM) South Jordan, UT, August 30, 2013 – Dan Luke of Diversify, Inc., which is an award winning [wealth management firm in Utah](#) , announced an agreement to become a corporate sponsor of a Utah based program referred to as [Especially for Athletes](#) (E4A). E4A is a movement specifically designed to inspire athletes to maximize their athletic potential and to use their talents and social influence to assist and lift the lives of others.

"We are honored to be a part of this influential program that is making such a positive impact in our community," said Dan Luke, CEO of Diversify. "There is far too much bullying, cheating, drugs and alcohol amongst youth today and the E4A program was established in an effort to put an end to this epidemic," Luke continued.

E4A was founded by Dustin Smith and Shad Martin. The program has already received significant support from former Heisman Trophy winner Ty Detmer and Utah Jazz member Gordon Hayward. "Athletes are put in an influential position in our society, whether they like it or not," said Dustin Smith, founder of E4A. "We have created a program that helps these athletes use this influence or "Sport Light" to make a more positive impact in their communities and schools."

Thousands of young athletes who have joined the E4A movement, as well as Gordon Hayward of the Utah Jazz and other professional athletes, can be seen around the country wearing wrist bands with the words "Do The Work" and "Eyes Up", a reminder to keep their eyes on those who are in need and then do the work necessary to make sure they are taken care of. Many high schools and junior high schools across the state of Utah have begun implementing the E4A principals within their schools and amongst their athletes.

"Dan, Ryan and the team at Diversify have been recognized as a leading wealth management company in the state of Utah," Smith continued. "We feel that their influence and support of the E4A program will go a long way in helping us accomplish our goals and we are honored to have them on board."

Diversify, and its affiliated companies, were founded in 2004. They provide investment, insurance and mortgage services to clients throughout the western United States. Diversify received the MWCN Utah 100 Awards as a result of being one of Utah's 100 fastest growing businesses. They were also featured in Utah Business Magazine as recipients of the NABCAP Utah Premier Advisor award. Visit www.diversify.com to learn more. Visit www.especiallyforathletes.com to

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learn more about the E4A movement.