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**Pinnacle Educational Center and BHA Education Consultants Launch  
Company to Help Place Student-Athletes**

New Haven, CT, June 17, 2010 --([PR.com](http://PR.com))-- Getting noticed by college coaches and ultimately being recruited is one of the most difficult challenges or games that high school student-athletes face.

In a move to underscore the growing competition in the college athletic recruiting process and importance of compliance with NCAA rules and regulations, Pinnacle Educational Center recently formed a joint venture with BHA Education Consultants, LLC to create Student Athlete Advisors, LLC (SAA).

SAA is a sports marketing and athletic placement firm that helps high school student-athletes get noticed, evaluated and recruited by colleges.

BHA Education Consultants, LLC has had over 14 years of experience in the recruiting process of high school, junior college and international student-athletes through its Scholar-Athlete Program. Pinnacle Educational Center's offices, videographers and media consultants will be used in the joint venture.

"We are very excited about the formation of this new venture, in particular the transition from high school to college athletics, said Dr. Paul Lowe, president and CEO of BHA Education Consultants and managing partner of Pinnacle Educational Center. "The recent issue of students' losing their athletic eligibility and athletic scholarship, retroactively, and colleges being fined as a result of NCAA violations warrants and validates our new venture."

In 2006, BHA Education became a MVP Sponsor of the Fairfield County Interscholastic Athletic Conference and formed a strategic alliance with Versatile Knowledge Media Group (VKMG). VKMG is a prosumer media company with services that includes an arm specializing in assisting student-athletes showcase their talents to college coaches and college athletic programs. BHA's alliance with Pinnacle to form a new subsidiary creates a network of athletic professionals and marketing /media consultants, and educational consultants.

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SAA is a balanced team of advisors consisting of college admissions/education consultants, current and former college athletes, current and former admissions officers, former college coaches and athletic directors, sports attorneys, video/media professionals and image consultants. They are backed by a field of specialists in the sports marketing, college athletics, media and education industry.

“Our core advisory team brings a wealth of contacts, connections, expertise and experience to provide winning advice for student-athletes and their parents,” continued Lowe.

“With the average cost of a private college education approaching \$40,000 a year, it behooves a talented high school student-athlete to earn an athletic scholarship. Athletic scholarships could be \$160,000 over a four-year college career. There is a real value to what we do”, stated Lowe.

“After all the time, money and personal sacrifices spent on developing and perfecting athletic skills, the value in having those skills noticed by college coaches, being recruited by colleges or receiving a four-year athletic scholarship is priceless,” says Lowe.

Student Athlete Advisors is located in Pinnacle Educational Center at 245 Amity Road, Suite 203, Woodbridge, CT. For more information about SAA please visit: [www.studentathleteadvisors.com](http://www.studentathleteadvisors.com) or call 203-387-1574.