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## **Folds of Honor and Mass St. Collective Announce Partnership**

**Lawrence, Kan.** – Mass St. Collective (Mass Strategies, LLC) and Folds of Honor jointly announced today a new partnership between the two organization to increase charitable opportunities and NIL initiatives for KU student-athletes. The new partnership will raise awareness on priorities and initiatives of Folds of Honor while allowing individual student-athletes at the University of Kansas another opportunity to build their brands through NIL initiatives.

Lt Col Dan Rooney, a former KU men’s golfer and founder of the non-profit organization Folds of Honor, has made it his mission in life to honor fallen soldiers and provide scholarships to those families in their pursuit of a collegiate degree.

“As a former KU golfer, we are so proud to announce our partnership at Folds of Honor with Mass St. Collective and the RCJH Foundation,” said Lt Col Dan Rooney. “We understand college athletes are evolving and so is the game and we are proud to be able to promote the name, image and likeness with a great cause at Folds of Honor.

“Through NIL, our goal is to partner with brands that can positively impact the Lawrence community, our student-athletes and the entire state of Kansas,” Mass St. President & COO Dan Beckler said. “Lt Col Rooney and I have known each other for a couple of years and have brainstormed many times how we could combine efforts to achieve meaningful results at KU. It became clear in recent conversations that a partnership with Mass St. Collective and RCJH would be a monumental opportunity to connect our NIL initiatives with Folds of Honor and their scholarship recipients at KU to create a lasting impact for all involved. This partnership does just that and we are excited to see the benefits of it come to fruition this fall and beyond.”

Rooney was named a winner of the prestigious NCAA Silver Anniversary Award in 2021 which annually recognizes distinguished individuals on the 25th anniversary of the conclusion of their college athletics careers. The honorees are selected by the NCAA Honors Committee, composed of representatives of NCAA member schools, conferences and distinguished citizens, including past awardees.

Rooney, a letterwinner at Kansas in 1995 and 1996, had an accomplished on-course career. He won the 1995 Kansas Invitational and took sixth place at the 1996 NCAA Central Regional. He helped the Jayhawks finish second at the Big Eight Championships in 1995 and finish fifth at the 1996 NCAA Division I Men’s Golf Championships.

He played professionally briefly after college, while also enrolling in flight school. He eventually served his country on three combat tours to Iraq. During his time serving, Rooney founded Folds of Honor.

Rooney is a two-time recipient of the Top Gun award and a recipient of the Spirit of Attack Award as a top graduate of F-16 training.

The White House presented Rooney with the President's Volunteer Service Award, while the Air National Guard awarded the Distinguished Service Medal and Directors Service Award to the former Jayhawk. The Air Force bestowed Rooney with the Air Force Commendation Medal, Air Medal, Anti-Terrorism Medal, Combat Readiness Medal and Air Expeditionary Medal. He also received the Ellis Island Medal of Honor.

Rooney has also authored two books, "A Patriot's Calling: Living Life Between Fear and Faith" and "Fly into the Wind: How to Harness Faith and Fearlessness on Your Ascent to Greatness."

### **About Folds of Honor**

Folds of Honor has provided 44,000 scholarships totaling more than \$175 million to families of fallen or disabled service members. Rooney's organization handed out its first Folds of Honor scholarship in 2007. He currently serves as the founder and chief executive officer. On September 11, 2022, the mission expanded to the families of America's first responders. On our watch, those who protect our freedoms and our families will know they are not forgotten. For his efforts starting such an impactful organization, Rooney has won the PGA Tour's Patriot Award, and was also named Person of the Year by ABC World News Tonight.

### **About Mass St.**

Started in July of 2021 after the NCAA passed its NIL policy, Mass St. Collective was founded to assist KU student-athletes in building their brand and creating partnerships designed to produce permissible activities for them to monetize from their name, image, and likeness. Mass St. Collective, named after the famous Massachusetts Street that runs through downtown Lawrence, helps student-athletes make positive contributions to our local communities while receiving compensation and growing their respective brands. A proud partner of Kansas Athletics, Mass St. works to create opportunities and build partnerships for its nearly 500 student-athletes to leave a lasting impact for generations to come.

--[Mass St. Collective](#)--