

# **GATORADE**

THE SPORTS FUEL COMPANY

## **Win From Within: The Series**

### **Season 2**

#### **BACKGROUND**

In sports, the general public typically sees the end result of an athlete's preparation when they compete on the field or the court or in the pool. More often than not, what isn't seen are the obstacles that many athletes face, whether they're situational, physical or emotional.

For the second straight season, Gatorade is producing digital shorts as part of "Gatorade Win From Within: The Series." Each story will feature an inspirational competitive athlete who has achieved greatness against all odds and who embodies the "Win From Within" spirit, an inner drive to push and improve their performance daily.

#### **DETAILS**

Each of the featured athletes possesses the following attributes:

- Overcoming adversity to achieve, through determination and will power
- Proving hard work leads to incredible outcomes
- Succeeding in spite of all roadblocks, hardships and disadvantages
- Transcending into something more through the love of sports

#### **ATHLETE STORIES**

- **Jaide Bucher- "Defying Doubt"**
  - Being an elite softball catcher is a difficult task for any high school athlete. But, 15-year-old Jaide Bucher has reached that level with just one hand. Born without a right hand, Jaide's parents never held her back in sports, instead encouraging her to compete. When coaches and opponents have doubted Jaide's ability, she excels and proves them wrong; throwing out opposing runners trying to steal and hitting line drives when she steps up to the plate. As a result of Jaide's hard work and perseverance, her teammates look to her as the leader of their team. Watch her inspiring story at [YouTube.com/Gatorade](https://www.youtube.com/Gatorade)
- **Blessman Taala-"Strong Hearted"**
  - Growing up in American Samoa, Blessman Taala is isolated from most college scouts, which is an issue for the 16-year-old defensive lineman with collegiate and NFL aspirations. However, Blessman understands that with a combination of familial sacrifice, hard work, community support and the right exposure, talent is not bound by location. Watch the perseverance that Blessman and his community continually show at [YouTube.com/Gatorade](https://www.youtube.com/Gatorade)

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- **Nathaniel Hartley-“Resilient”**
  - After doctors discovered he had Idiopathic thrombocytopenic purpura (ITP), a disorder that can lead to easy or excessive bruising and bleeding. An ITP diagnosis also meant that the 16-year-old Nathaniel would not be able to play any contact sport. Rather than dwell on his limitations, Nathaniel asked what he could do and found that swimming was permissible as long as he had a doctor’s consent prior to competing. Despite the obstacles, Nathaniel has become a state champion with his sights set on the Olympics. Watch how Nathaniel has battled against his disorder at [YouTube.com/Gatorade](https://www.youtube.com/Gatorade)

## **CONTACT**

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[YouTube.com/Gatorade](https://www.youtube.com/Gatorade)**