

Alex Benson hailing from Columbus Georgia has always been involved in sports. He played high school and college football. He graduated from fort valley state university with a degree in Marketing. Upon completing school he started Born to compete in 2008.

BORN TO COMPETE <sup>TM</sup>, is the number one source for youth sports is a media website for youth sports that offers coaches, family members, and young athletes from ages 6-14 an outlet to celebrate and support their athletic endeavors. We serve as a great platform for children to showcase their athletic abilities in whatever sport they wish to participate in and for family and friends to share in the experience regardless of location. BORN TO COMPETE <sup>TM</sup>, also known as “B2C” was founded in 2008 with the goal of enhancing youth sports through an unbiased media outlet.

B2C’s media coverage spans several states including Georgia, Maryland, Virginia, California, Alabama, New York, Rhode Island, Delaware, Michigan, Indiana, Kentucky, North Carolina, Arizona, Florida, Louisiana, Texas, Ohio, and Tennessee. Our staff has supported prestigious sporting events such as the 2011 Football Hall of Fame with Deion Sanders and his youth football team, The TRUTH, the Future Stars Game sponsored by the IMG Academy, the Cam Newton Foundation 7 on 7 Tournament, Football University National Championship, Eastbay All-American Game, IMG Academy 7 on 7 Championships, Georgia State Kids Wrestling Championships, and the Frank Ski Kids Foundation Youth Bowl.

As a social business, B2C is committed to empowering youth athletes by instilling a solid sense of self-worth and achievement. They manage this objective by offering a series of awards available to the youth based on merit and athletic and scholar achievements, such as the Player of the Year Awards (by sport) and the Youth Spotlight. By involving parents, communities, coaches, and all supporters, they are ensuring that every child has enough hands to lift them up. Everyone plays an integral role in ensuring that the children succeed and B2C would like to do their part. Their belief is that through the acknowledgement and celebration of children’s triumphs, they can offer the future a group of well-rounded, goal oriented young individuals.

Alex Benson was just named on of the Top 100 People in Sports and Technology by Hudl. The article is below.

Because Benson had been involved with sports for most of his life, it was only natural that he developed a passion for inspiring and motivating young athletes.

Through Born to Compete, Benson is able to provide parents, coaches and communities a chance to share in the achievements of deserving young athletes. He believes that through the acknowledgement and celebration of a child's triumphs, his organization can offer the future a group of well-rounded, goal-oriented young individuals.

The website instills a sense of self-worth in young athletes by offering a series of awards to those demonstrating high athletic and scholastic achievement.

“I believe that youth sports is one big family. I believe that there's greatness in every single kid we cover.”

— Alex Benson

Chris Hinton and Myles Hinton from Greater Atlanta Christian School are apart of the Born to Compete family. They picked up an offer from UGA in June.