

## INTRODUCING NEW LEADERSHIP TEAM TO DRIVE YOUTH SPORTS AT UPSWING CENTENNIAL

*Jermaine Stafford joins UPSWING as new Facility Director with Kasa Gellerstedt becoming Experience Team Coordinator*

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CENTENNIAL, COLORADO: Jermaine Stafford has joined the team at [UPSWING Foundation](#) as the new Facility Director for [UPSWING Centennial](#), while Kasa Gellerstedt will lead facility operations and customer experience as the Experience Team Coordinator. As the first dedicated space built to deliver the UPSWING experience to aspiring athletes with world-class services in sports performance training, dance, and recovery, Jermaine and Kasa are well equipped to build on their continued success with youth athletes and drive UPSWING's first facility as the new leadership team.

Jermaine is a well-known, elite health and wellness coach, business developer, and community development agent. Following his career as a student-athlete then professionally as a world-class track and field sprinter, Jermaine's continued success with NFL, collegiate, elite high school, and youth athletes has contributed to multiple professional contracts, athletic scholarships, state sprint championships, and elite national rankings. He holds an [NASM PES](#) — which enables him to offer safe personal and group training using current, effective training methods — as well as the national federal certification of Physical Activity Consultant from the [I Am Moving, I Am Learning](#) program, a physical activity and nutrition initiative for preschool children.



"Jermaine's track record of success in building training programs, nonprofits, and athletics at all levels will be key to elevating UPSWING Centennial to the next level," said Josh Wilson, Chief Executive Officer of UPSWING Foundation. "He is in a unique position to lead our training programs, escalate the impact of our Performance Coordinators, and drive youth sports in a spacious, new facility that is ready to take off."

As an industry-leading advocate for educational fitness and student wellness, Jermaine has previously worked as the Community Development Director for a nonprofit that launched a wrap-around program for underprivileged areas across the state of Colorado, and he is the Co-Founder and Director of the Weapon X Student-Athlete Mentorship Club, a national mentorship program helping youth athletes further their education through the channels of athletics.

"I am honored to join the leadership team at UPSWING Centennial and pilot the new facility," said Stafford. "With a mission of crushing barriers for youth athletes across Denver and the surrounding areas, UPSWING is uniquely positioned to deliver a top-tier sports performance training and recovery program aligned with that mission."



Kasa has a passion for sports and nutrition, and under Jermaine's direction, she is utilizing her leadership and development skills to make a significant impact to the UPSWING experience for athletes and their families at the new facility. As manager of the experience team, she designs and leads training, operations, and standard operating procedures across the facility for her team of associates, ensuring a smooth and consistent customer experience.

With nine years of leadership and customer service experience, Kasa's previous roles include Clinic Leader and Health Coach at PHD Weight Loss where she handled team performance, staff scheduling, client booking and satisfaction, and supported coaches in client sessions.

"I am eager to lead the experience team at UPSWING Centennial and help provide an upbeat and positive experience for every athlete that steps through our doors," said Gellerstedt. "It is a privilege getting to know our community and watching our youth athletes grow and excel with every training session."

Together, Jermaine and Kasa are ready to lead UPSWING Centennial into a new year of growth in the hopes of expanding UPSWING's impact, providing access to high level training, and becoming a staple for youth sports in the surrounding community. They are ready to crush barriers and help student-athletes from all walks of life pursue their dreams and give back to their communities in meaningful ways. Onward and Upward!

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### About UPSWING Foundation

The UPSWING Foundation is a Colorado nonprofit corporation, exempt from taxation under Section 501(c)(3) of the Code (application pending), founded with a vision to connect people and catapult dreams. Where access to sports and other opportunities is often limited by barriers such as socioeconomic factors, the UPSWING Foundation works to crush those barriers by creating first-in-class, accessible programming and training spaces to develop strong, confident, successful student-athletes who are able to pursue their dreams and give back to their communities in meaningful ways. To learn more, visit us at [upswingfoundation.org](https://upswingfoundation.org).

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