



TAYLOR HOOTON FOUNDATION PARTNERS WITH UNLV TO DELIVER 'ALL-ME®' EDUCATION PROGRAMS AHEAD OF ENHANCED GAMES

Preventative Education for Student-Athletes Addresses Health, Integrity and Performance Choices as Las Vegas Prepares for Controversial Event

McKinney, Texas (Tuesday, February 17, 2026) — As Las Vegas prepares to host the Enhanced Games in May 2026, the Taylor Hooton Foundation (THF) is partnering with the University of Nevada, Las Vegas (UNLV) to deliver a full day of ALL ME® Assembly education programs for UNLV student-athletes and athletic department staff on Tuesday, February 24, 2026, on UNLV's campus.

The Enhanced Games—an athletic event that allows competitors to use performance-enhancing drugs (PEDs)—has sparked a national debate about athlete safety and ethics as well as the message being sent to young people. In response, the Taylor Hooton Foundation's ALL ME assemblies will focus on prevention, self-worth and healthy choices by offering timely, evidence-based education to those most impacted by the conversation.

The interactive live assemblies use real-life stories, audience engagement and research-backed information to help student-athletes understand the physical, mental and emotional risks associated with appearance- and performance-enhancing substances. The program emphasizes long-term health, integrity and decision-making both on and off the field.

“As a major sports event approaches our community, it’s critical that young people hear honest, preventative messages about health and integrity,” said Donald Hooton, Jr., president of the Taylor Hooton Foundation. “These conversations aren’t about controversy, they’re about protecting our young people and student-athletes, empowering informed choices and reminding students that shortcuts can have lifelong consequences.”

UNLV’s partnership reflects its commitment to student athlete well-being and proactive education. The ALL ME assemblies will be held throughout the day in UNLV athletic facilities and will be delivered by Brian Parker, Director of Education for the Taylor Hooton Foundation, who has presented the program to audiences nationwide.



Since 2004, the Taylor Hooton Foundation's ALL ME assembly program has reached millions of students, parents, coaches, and educators across North America, addressing anabolic steroids, dietary supplements, energy drinks, and other appearance- and performance-enhancing substances. The Foundation's work underscores the importance of early intervention, personal connection, and open dialogue in reducing risky behaviors among youth.

About the Taylor Hooton Foundation

The Taylor Hooton Foundation is a 501(c)(3) nonprofit organization dedicated to educating young people across North America about the dangers of anabolic steroids and other appearance- and performance-enhancing substances. Founded in 2004 by the family and friends of Taylor Hooton following his death at age 17 related to anabolic steroid use, the Foundation's mission is to prevent loss of life while promoting informed decision-making and drug-free achievement.

Learn more: www.taylorhooton.org | www.allmeleague.com

About UNLV

The University of Nevada, Las Vegas is a comprehensive public research university committed to student success, community engagement, and innovation. Located in the heart of Las Vegas, UNLV fosters partnerships that enhance educational opportunity, student-athlete well-being, and community impact.

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