

Division of University Advancement

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CHANGE SERVICE REQUESTED

INSPIRING THE ATHLETE

A two-time all-conference running back at JMU, **Eugene Holloman ('09)** suffered a knee injury going into his senior year that ended his playing career. Discouraged but not defeated, he shifted his priorities to his education. Holloman received a Bachelor of Science in kinesiology, then went on to earn a Master of Business Administration in 2012. It was in graduate school when Holloman discovered his passion for writing. His first novel, *The Athlete-Student: Freshman Year* (2018), is based on his experience as a scholarship athlete having to fight through challenges both on the field and in the classroom. A second novel is in the works. Holloman volunteers in his community, and his publishing company provides scholarships to middle- and high-school student-athletes.



○ BEING THE CHANGE.

See more of Holloman's story at jmu.edu/beingthechange