

Sports & Entertainment

Mielle, a P&G brand, makes the roster as first official textured-hair care partner of the NFL elevating prominence of black haircare in sports

Textured Hair Care Leader Brings High-Performance, Natural Products to the Biggest Stage in Football, From Locker Room to Living Room

CINCINNATI, Nov. 26, 2025 /PRNewswire/ -- Mielle, one of the fastest growing, Black-founded, woman-led textured haircare brands, announced a new campaign with the National Football League (NFL).

With women now making up about half of the NFL fanbase, this partnership forges a culture-driving force between the League and a textured hair care leader that is beloved by millions of women around the world, and helps textured-hair athletes, who experience sweat and friction under helmets that can cause dryness, breakage, and frizz. Building on Mielle's growing global presence in sports, the NFL partnership scales Mielle's impact to expand representation, access to high-quality care, and innovation for textured-hair athletes and fans.

"The NFL is excited to have Mielle, a brand that is committed to performance, community, and empowering fans and athletes, lean into the NFL partnership" said Tracie Rodburg, SVP Global Partnerships, NFL. "This partnership aligns with the league's mission to build lasting connections within our communities nationwide and celebrate the self-expression of our players and fans."



Physical activity is the ultimate torture test for textured hair, and this partnership with the NFL gives Mielle a powerful stage to prove how its high-performing ingredients and products protect curls and coils. Backed by rigorous safety testing and independent accreditation from the Skin Health Alliance, the world's leading skin health accreditation body, Mielle's dermatologists-reviewed formulas are beloved by millions around the world, with real results even under pressure. The brand's best-selling Rosemary Mint Oil alone, having more than 75,000 5-star reviews, reflect the real results that now come to the NFL stage.

"We're honored to be the first textured hair care partner of the NFL through our partnership with P&G," said Monique Rodriguez, Founder and CEO, Mielle. "For so many of us, football represents family and community. It's attending cookouts, tailgates, reconnecting with family and friends, and showing up in your favorite team colors. And for millions of fans, that includes twist-

ing, braiding, and caring for your textured hair before kickoff."

"When textured hair products are in the locker room, players can show up as their full, authentic selves and leave with the same confidence they carry onto the field," said Omar Goff, President of Mielle. "This partnership reinforces that textured hair isn't a niche, it's central to the culture, the preparation, and the game-day experience. Together, we're creating possibilities and expanding access with textured hair fans around the world through one of the most powerful ecosystems in sports and media."

Mielle's portfolio, which includes fan-favorites like Rosemary Mint, Pomegranate & Honey, and Kalahari Melon & Aloe, were developed to deliver moisture, strength, and protection for textured hair, with performance designed to stay ready for every practice and game. The announcement is supported by a social-first campaign, including the viral "Passing the Phone" video moment featuring talents across the league from including players, executives and

agents, to players' families and on-air talent—celebrating how men and women show up on and off the field.

About Mielle

Founded in 2014 by CEO Monique Rodriguez, Mielle is the fastest growing Black-founded and women-led global beauty brand. With a heavy emphasis on incorporating healthier ingredients and a "root to results" approach, Mielle's collection of beauty products is designed for all hair types. Today, Mielle is a global and viral sensation, with orders in over 90 countries around the world. Their products can be found in more than 100,000 stores across the U.S. in retailers such as CVS, HEB, Rite Aid, Sally Beauty, Target, Ulta Beauty, Walgreens, and Walmart.

About P&G

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®,

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Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <https://www.pg.com> for the latest news and information about P&G and its brands. For other P&G news, visit us at <https://www.pg.com/news>. The National Football League (NFL) is the world's leading professional sports league, composed of 32 member clubs united by a shared commitment to excellence, community, and culture.

Hill-Freedman World Academy and St. Paul's High School release "Philly"

Philadelphia, PA & St. Paul, MN (10/6/2025) — Students from Philadelphia's Hill-Freedman World Academy (HFWA) and St. Paul's High School for Recording Arts (HSRA) have joined forces to create a powerful new song, "Philly", a call for hope and unity in communities impacted by violence.

The collaboration brings together two schools nationally recognized for blending education with real-world learning through music/multi-media production. Both schools operate student-run record labels—Hill-Freedman Records and Another Level Records—that empower young people with business and entrepreneurial skills.

Drawing inspiration from hometown classics—Prince's "Sign O' The Times" in Minneapolis/St. Paul and The O'Jays' "Message in Our Music" in Philadelphia—students reflected on the songs' cultural legacies before creating an anthem of their own. The result is "Philly", a track that captures both the challenges and the hopes of today's youth.

"This project shows the power of young artists when they come together to make music that matters," said Tony Simmons, Executive Director of High School for Recording Arts. "'Philly' isn't just a song—it's a movement inspiring schools to connect young people across regions, empowering them to use their voices to uplift their lives and communities. That's what schools should be!"

F.Y.H. = For Your Health

Watch for The Mid-South Tribune's F.Y.H. =For Your Health Special Edition!

Memphis Campus of National EMS Academy launches first EMT Class of 2026 for those who want a medical career

16-week hybrid course open to high school graduates and interested individuals.

Monday, DECEMBER 1, 2025 – The National EMS Academy announces its first EMT class of 2026. This EMT training program is a 16-week hybrid course and is perfect for high school graduates, individuals looking to enter the medical field, or those who are looking for a new career that will have a positive impact in local communities. EMT students will attend two 4-hour sessions each week. Students can expect to learn the following skills:

- Opening the airway and providing artificial ventilation
- Delivery of semi-automated defibrillation
- Controlling severe bleeding
- Dressing and bandaging wounds
- Splinting injured extremities
- Delivery and care of infants
- Emergency care for patients
- Communications and medical record-keeping

Students can learn more and register for orientation for the course nearest to them by visiting www.BecomeAMedic.com. National EMS Academy has two campuses located in Tennessee:

- **Memphis**
- **Nashville**

"With over 1,200 students having completed our program throughout 2025, we look forward to kicking off the 2026 year by offering this vital training," Director of Staffing TJ Dronet mentioned. "The opportunities with Acadian Ambulance are abundant and provide many pathways for career advancement to our medics."

Acadian Ambulance, a sister

company to the National EMS Academy, offers positions to students who successfully complete the course and pass the National Registry exam. Working with Acadian Ambulance comes with a wealth of opportunities: tuition reimbursement options, career growth paths, travel options, and robust benefits packages. More information about National EMS Academy

National EMS Academy offers entry-level, continuing education and refresher courses for a number of EMS career pathways, including EMTs and paramedics. It is a nationally accredited EMS training facility with locations in Louisiana, Texas, and Tennessee and is an authorized American Heart Association Training Center for CPR and ECC courses, underscoring its commitment to high-quality emergency care training.

More information about Acadian Ambulance

Acadian Ambulance is the largest employee-owned ambulance service in the nation, providing transportation and medical services to areas in Louisiana, Texas, Mississippi, and Tennessee. It is accredited by the Commission on Accreditation of Ambulance Services, and a member of the American Ambulance Association, dedicated to safeguarding the future of mobile healthcare through advocacy, thought leadership, and education. Its sister division, Acadian Air Med, is accredited by the Commission on Accreditation of Medical Transport Systems.

