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Valvoline Inc. Partners with College Athletes to Raise Awareness about the Importance of Mental Health

Top Student Athletes from Ohio State University and the University of Tennessee Encourage Everyone to "Protect What Matters" During Suicide Prevention Month

LEXINGTON, Ky., Sept. 22, 2025 /PRNewswire/ -- Valvoline Inc. (NYSE: VVV), the quick, easy, trusted leader in preventive automotive maintenance, today announced it is partnering with student athletes from Ohio State University and the University of Tennessee to encourage mental wellbeing and share the sentiment of "Protect What Matters" during Suicide Prevention Month.

"At Valvoline Inc., we understand how important regular preventive maintenance is to protect your vehicle," said Laura Carpenter, Chief Customer Officer, Valvoline Inc. "During Suicide Prevention Month and throughout the year, we want people to protect their mental health, too. We're excited to partner with student athletes from Ohio State University and the University of Tennessee to help bring awareness to the importance of taking care of your mental health."

Carnell Tate, wide receiver for Ohio State University, as well as University of Tennessee softball pitcher Karlyn Pickens and basketball forward Cade Phillips will be sharing their mental health tips and messages. For every share the posts receive, \$1 will be donated to Nationwide Children's Hospital in Columbus, Ohio, and East Tennessee Children's Hospital in Knoxville, Tennessee, up to \$5,000 each.

Data from the Centers for Disease Control found that men working in auto repair and maintenance service positions have a suicide rate double that of those working in other industries. Valvoline Inc. employs more than 11,000 people across its 1,000 company-owned Valvoline Instant Oil Change and Great Canadian Oil Change service centers and is focusing its community involvement and corporate donations on efforts that reduce mental health stigmas and drive better mental health outcomes.

Earlier this year, the company partnered with KVC Behavioral Healthcare Kentucky to provide Collaborative Assessment and Management of Suicidality (CAMS) training for KVC Kentucky clinicians. Valvoline Inc. plans to announce additional mental health partnerships in the coming weeks.

Valvoline Inc. worked closely on the NIL activities with Learfield's corporate development team in conjunction with Ohio State Sports Properties and The Vol Network, the locally based teams of Learfield – the media and technology company powering college athletics.

About Valvoline Inc.

Valvoline Inc. (NYSE: VVV) delivers quick, easy, trusted service at more than 2,100 franchised and company-operated service centers across the United States and Canada. The company completes more than 28 million services annually system-wide, from 15-minute stay-in-your-car oil changes to a variety of manufacturer-recommended maintenance services such as wiper replacements and tire rotations. At Valvoline Inc., it all starts with our people, including 11,000 team members who are working to grow the core business, expand the company's retail network, and plan for the vehicles of the future. For more information, visit vioc.com.

About Ohio State Athletics

The Ohio State University Department of Athletics is one of the most visible, respected and accomplished programs in the nation. It ranks among the largest in terms of number of student-athletes – over 1,000 – and in number of varsity sports (36). The department is committed to providing its student-athletes with the finest in academic and athletics support in order to ensure a quality and life-enhancing experience. The department maintains entirely self-supporting operations. No student fees, tax dollars or university funds are used to support the programs of the Department of Athletics.

About Learfield

Learfield is the media and technology company powering college athletics. Through its digital and physical platforms, Learfield owns and leverages a deep data set and relationships in the industry to drive revenue, growth, brand awareness, and fan engagement for brands, sports, and entertainment properties. With ties to over 1,200 collegiate institutions and over 12,000 local and national brand partners, Learfield's presence in college sports and live events delivers influence and maximizes reach to target audiences. With solutions for a 365-day, 24/7 fan experience, Learfield enables schools and

brands to connect with fans through licensed merchandise, game ticketing, donor identification for athletic programs, exclusive custom content, innovative marketing initiatives, NIL solutions, and advanced digital platforms. Since 2008, it has served as title sponsor for the acclaimed Learfield Directors' Cup, supporting athletic departments across all divisions.

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