

## FOR IMMEDIATE RELEASE

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# Steelton-Highspire Unveils Bold Plan to Transform Community Through Stadium Revitalization & Legacy Investment

**Steelton, PA — [April 18th]** — The Steelton-Highspire School District, in partnership with the Roller Nation Foundation and On Hill Development LLC, proudly announces the launch of its *Community Transformation & Stadium Revitalization Strategic Framework* — a generational plan to restore pride, expand opportunity, and revitalize a community long defined by its resilience and rich history.

Once fueled by the energy of the steel mills, the boroughs of Steelton and Highspire now stand united in a bold vision for the future. The plan calls for a full transformation of the district's historic stadium into a **Community Education, Career, Health & Wellness Hub**, anchoring a brighter future for students, families, and the greater community.

**“This isn’t just about upgrading a stadium — it’s about unlocking futures,”** said Superintendent Mick Iskric. “With this framework, we honor our legacy while building real opportunities for the next generation.”

## A Vision Rooted in Equity and Legacy

Steelton-Highspire serves a diverse student body of 1,473 students — over 78% of whom come from low-income households. With a proud tradition of athletic excellence and community spirit, the district is now calling on public, private, and philanthropic partners to join a mission of reinvestment.

The project will unfold in **three strategic phases**, designed to meet urgent needs while building toward long-term sustainability:

- **Phase I: Field & Infrastructure Upgrade**  
Installation of a new synthetic turf field, industry leading sound system, high-efficiency stadium lights, advanced drainage systems, and repositioning for a future six-lane track.
- **Phase II: Track & Stadium Redevelopment**  
Construction of ADA-compliant bleachers, classrooms, press box, restrooms, and community kitchen.

- **Phase III: Career, Education & Wellness Center**

Creation of a full-service hub offering childcare, STEM labs, career training, fitness, mental health counseling, adult learning, and more.

**“Our facilities no longer reflect our legacy,”** said Athletic Director and Head Football Coach Andrew Erby. “We’ve produced champions without resources—imagine what we could do with them.”

## **Why This Matters**

Generational disinvestment has placed the district at a tipping point. With aging infrastructure, declining enrollment, and limited economic mobility, the stakes are higher than ever.

“At the end of the day if we have to play 10 road games then so be it. We will play in the parking lot if we have too. This is a tough town with tough kids, we will find a way to make it work” said Head Football Coach Andrew Erby.

The Rollers current stadium conditions have already been deemed unplayable for the 2025 season, leaving the Rollers with limited options for the upcoming season.

**“Every empty seat, every lost game, every missed opportunity is a cost we can no longer ignore,”** said Assistant Superintendent Willie Slade. “We are building more than a stadium. We are building futures.”

The revitalized complex will also serve as a year-round hub for public programming—welcoming local nonprofits, healthcare partners, colleges, faith-based organizations, and alumni to deliver essential wraparound services.

## **Funding & Community Engagement**

The district is actively pursuing support through a wide range of funding channels, including:

- PA DCED, RACP, and LSA grants
- State and federal education and workforce development grants
- Health and wellness foundations
- Corporate sponsorships and naming rights
- Community fundraising and event revenue

This transformative initiative has drawn strong support from some of Steelton-Highspire’s most distinguished alumni, including Jordan Hill, David Sullivan, and Troy Drayton — all of whom exemplify the power of community, perseverance, and pride that this project seeks to reignite. Jordan Hill, a former NFL defensive tackle and Super Bowl XLVIII champion with the Seattle Seahawks, remains deeply committed to investing in the youth of his hometown. David Sullivan, a former NFL wide receiver with

the Cleveland Browns and successful entrepreneur, has long advocated for educational and economic empowerment in underserved communities.

**“What we want to do is to elevate anything and everything that's ever been done in Steelton before. This is a generational change... It's personal with all of us” said Sullivan.**

Sullivan is no stranger to giving back to the community he came from, the business mogul donated \$100,000 to the Roller Athletic Foundation in July of 2024.

Troy Drayton, a former NFL tight end and Penn State standout, continues to mentor young athletes and promote academic excellence through his work in youth development.

**“This is about legacy, this is about that Roller Pride, this is about us leaving a legacy for the people that’s going to come after us” said Drayton.**

The involvement of Sullivan, Hill and Drayton not only speaks to the strength of the Roller Nation legacy but also reinforces the significance of this vision — a vision rooted in hometown pride and driven by the belief that every student deserves the tools to thrive.

## **A Call to Action**

Steelton-Highspire invites alumni, community leaders, legislators, and potential partners to stand together in support of this transformational vision. Naming rights, investment opportunities, and long-term partnerships are now being explored to bring this vision to life.

**“Our kids deserve facilities that reflect their value—not their zip code.” - Andrew Erby**

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### **Join Us.**

The time for action is now. Together, we can preserve the legacy—and ignite the future—of Steelton-Highspire.

For more information or to get involved, contact SHSD’s Superintendent, Dr. Mick Iskric, Jr.