

This video highlights the inspiring journey of Ryan Medrano, a proud El Paso ISD alumnus and 2024 Paralympic silver medalist, showcasing his dedication, perseverance, and commitment to excellence in athletics and beyond. Medrano, a track and field athlete, represented Team USA in the Men's 100m T38, 400m T38, and Long Jump T38 events in the 2024 Paralympic Games in Paris, France. His accomplishments not only bring pride to his hometown of El Paso but also serve as a beacon of motivation for students and aspiring athletes. The purpose of the video is to celebrate Medrano's achievements while highlighting the values of determination, resilience, and personal growth. His reflections on his journey to the Paralympics, the significance of winning two silver medals, and his experience on the podium in front of 70,000 spectators convey the emotional and physical dedication required to succeed at the highest level. He shares how his time at Coronado High School, particularly his background in wrestling, shaped his mental toughness and competitive drive.

This video is being used to inspire students, staff, and the broader EPISD community by showcasing the real-world success of an alumnus who overcame challenges and reached an elite level in sports. It is featured on district social media platforms, school websites, and community events to promote school spirit, resilience, and the impact of hard work. Additionally, it serves as a motivational tool for student-athletes, demonstrating that dreams can be realized through commitment and perseverance. The target audience includes students, parents, educators, and community members who can draw inspiration from Medrano's experiences. His journey illustrates the importance of setting goals, overcoming obstacles, and striving for excellence. Furthermore, his desire to pursue motivational speaking and advocate for mental and physical health awareness aligns with EPISD's commitment to fostering well-rounded, confident, and healthy students. As a communication tool, the video effectively conveys authenticity, passion, and encouragement through Medrano's firsthand account of his experiences. His enthusiasm and personal storytelling create a strong emotional connection with viewers, reinforcing the message that success is attainable with hard work, self-belief, and support from a strong community. The combination of Paralympic race footage, interviews, and reflections enhances the storytelling and leaves a lasting impact on the audience. The outcomes achieved through this video include: - Increased engagement and

inspiration among students who aspire to excel in academics, athletics, and personal growth. - Stronger community pride, as Medrano's success reflects positively on EPISD's commitment to student development. - Encouragement of conversations around disabled athletes and the results that dedication can bring, reinforcing the importance of resilience in achieving goals. - Motivation for student-athletes to push their limits and pursue opportunities at national and international levels. In summary, this video serves as a powerful testament to perseverance, dedication, and the impact of a strong support system. By sharing Ryan Medrano's story, EPISD continues to inspire current and future students to dream big, work hard, and believe in their potential to achieve greatness.