

NORWEST



5x OLYMPIC GOLD MEDALIST RYAN MURPHY AND NORWEST BRING ARMSTEAD ACADEMIC PROJECT CAREER CAMP TO 25 BAY AREA STUDENTS

Stay Hungry Career Camp gives Youth Uprising students an inside look at careers in venture capital and investing

MENLO PARK, Calif. (October 13, 2026) - Olympic gold medalist Ryan Murphy, Norwest, and the Armstead Academic Project (AAP) teamed up to host a Stay Hungry Career Camp for 25 students from Youth Uprising and Castlemont High School, giving them a behind-the-scenes look at careers in venture capital and investing and a chance to network with the people who do that work every day. Through hands-on learning, networking and meaningful conversations with professionals, students gained valuable insight into the skills, experiences and opportunities that can help shape their educational and career journeys. AAP, the nonprofit founded by Arik Armstead and Dr. Melinda Armstead, designed and led the experience as part of its growing network of Career Camps across the country.



During the three-hour camp, students took part in employee-led career discussions, explored Norwest's workplace and business operations, and engaged directly with professionals across a variety of roles and departments, including the Investment, Finance & Accounting and Business Technology teams. Over lunch, students broke into small groups with Norwest team members for informational interviews about their education, first jobs and how they got where they are today. Murphy closed the day on a panel with Norwest Managing Partner Jon Kossow, moderated by AAP Executive Director Christina K. Upchurch, where they

shared their personal career journeys, lessons in leadership, perseverance and goal-setting, and advice for navigating education and professional development. The camp marked Youth Uprising's first Career Camp experience with AAP.

The collaboration brought together perspectives from the corporate, youth development and professional sports communities with one goal: expanding students' understanding of what is possible. By connecting them with new career pathways, Norwest, Murphy and AAP set out to give students the knowledge, confidence and relationships they need to pursue their future goals.

"One of the most valuable lessons I've learned, both as an athlete and an investor, is to stay curious and be willing to try something new. You don't need to have your entire career figured out in high school. What's important is asking questions, learning from the people around you and being open to opportunities you might not have considered. That's what makes experiences like today's Career Camp so valuable," said Ryan Murphy, five-time Olympic gold medalist and investor at Norwest.

NORWEST



“We're proud to partner with the Armstead Academic Project to support students in our community by introducing them to new career opportunities, connecting them with professionals across our team and helping them envision what's possible for their futures,” said Jon Kossow, Managing Partner at Norwest.

“Armstead Academic Project's Stay Hungry Career Camp was a great experience. I got to see what a professional work environment is like and learn about private investing, venture capital, and the different roles and career opportunities within a company like Norwest. It opened my eyes to possibilities I hadn't really thought about before,” said Cody Atkins, a youth participant of Youth Uprising and Junior at Latitude Highschool in Oakland.

“If Ryan can tune out thousands of people at the Olympics to focus on his goal, I know I can tune out distractions in the classroom and get my work done,” said Darron Sumlin, a youth participant with Youth Uprising.

High-resolution photos from the camp are available [\[HERE\]](#).

Post-camp surveys showed that 86% of students learned about careers they didn't previously know existed, 86% said the conversations with employees helped them better understand different careers, 91% said the experience helped them believe more opportunities were possible for their future, and 91% said they would recommend the experience to a friend.

Bring a Career Camp to Your City

AAP is expanding Stay Hungry Career Camps nationally and is inviting more companies and athletes to host. Camps are turnkey: AAP handles student recruitment, program design, run of show, on-site facilitation, materials and follow-up. Host companies provide the space and their people. Companies and athletes interested in hosting can contact Christina@armsteadproject.org.

About Armstead Academic Project

AAP is a nonprofit founded by Arik Armstead and Dr. Melinda Armstead on a simple belief: a student's zip code should not define their opportunity. Through Stay Hungry Career Camps, Thrive Schools and other programs, AAP works alongside companies, athletes, schools and community partners to expand access to education, career pathways and real-world exposure for students. Learn more at armsteadproject.org.

About Norwest

Norwest is a global, multi-stage investment firm managing more than \$15.5 billion in capital. Since its inception, Norwest has invested in more than 700 companies and currently partners with more than 250 companies across its venture and growth equity portfolio. The firm invests in early- to late-stage businesses across key sectors with a focus on enterprise, healthcare, and consumer. The Norwest team offers a deep network of connections, extensive operating experience and a wide range of services to help founders, CEOs and leadership teams build and scale their businesses. Norwest has offices in Menlo Park and San Francisco, Calif.; Mumbai, India; and Tel Aviv, Israel.

About Youth Uprising

Community Transformation Powered by Youth Leadership Development. Youth Uprising's (YU) mission is to transform East Oakland into a healthy and economically robust community by developing the leadership of youth and young adults and improving the systems that impact them. Located in the heart of East Oakland, YU is a neighborhood hub offering young people services and programs to increase physical and mental wellbeing, community connection, educational attainment, and career achievement among

NORWEST



youth members. But delivering services is not their only goal. YU envisions a healthy and economically robust East Oakland powered by the leadership of youth and young adults as well as improvements in systems and environments that impact them. Their primary focus is building a systems change and community economic development platform that supports and strengthens their personal transformation work.

Media Contact

Cecilia Macris

Executive Vice President

EAG Sports Management

Ceciliam@eagsportmanagement.com

O: 310-301-4274 | C: 310-617-7080