



# Williamsburg County School District

Post Office Box 1067-Kingstree, SC 29556  
Telephone: (843) 355-5571 Fax: (843) 355-3213  
[www.wcsd.k12.sc.us](http://www.wcsd.k12.sc.us)



Myron E. Davis, Ed.D  
Executive Director of Public Relations

Dr. Kelvin Wymbys, Superintendent

## IMMEDIATE RELEASE

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### COACH MARK BRAILSFORD NAMED HEAD COACH OF HEMINGWAY HIGH SCHOOL'S BOYS BASKETBALL TEAM

Coach Mark Brailsford has been deeply involved in basketball since a young age. He started as a player and transitioned into coaching shortly after college. Initially, he served as an assistant coach at a middle school, where his focus was on developing players' skills and gaining a strategic understanding of the game. His journey continued at Laurens High School, where he took on the role of assistant basketball coach. This experience was instrumental in providing him with a hands-on approach to leading teams and creating a strong, cohesive unit. He is enthusiastic about leveraging his energy and fresh perspective to inspire players and foster a winning culture.

Since the first time he picked up a basketball, he has been enamored with the game's fast pace, the thrill of competition, and the camaraderie it fosters. The court represents a second home to him, a place where he can challenge himself and grow. What he values most about basketball is its ability to bring people together, impart valuable life lessons, and create enduring memories. His drive stems from the joy of witnessing players develop and succeed, both on and off the court, and he is committed to sharing his passion for the game with them daily.

Earning buy-in begins with forming genuine relationships. Coach Brailsford makes a concerted effort to get to know each player individually, understanding their motivations, aspirations, and learning styles. His coaching philosophy is rooted in hard work, discipline, and a team-first mindset. Leading by example, he consistently demonstrates his dedication to their growth and the team's success. By fostering an environment where everyone's input is valued and celebrating progress together, he instills a sense of pride and ownership in the team's collective journey.

Coach Brailsford believes his greatest strength lies in his ability to connect with players and cultivate a positive, motivational team culture. Additionally, he excels in-game strategy and makes quick, effective adjustments during games. His emphasis on player development underscores his commitment to helping each athlete reach their full potential. On the other hand, his intense desire to win may at times lead him to overanalyze setbacks. He acknowledges the need to maintain balance and perspective to ensure that the well-being of the players remains at the forefront.

Coach Brailsford has heard commendable feedback about Hemingway's basketball program. With 7 state championships and 10 region titles, it serves as a testament to a longstanding tradition of excellence and the nurturing of talented, dedicated athletes. The extensive community support fosters an inspiring atmosphere where players are compelled to excel. Hemingway's dedication to academic and

personal growth deeply resonates with his values. He is eager to bring fresh energy into the program and continue to build on its strong legacy of success and community engagement.

This year, Coach Brailsford aims to establish a culture of discipline, hard work, and respect within the team. He aspires to build a strong, unified team capable of competing at the highest level and contending for a regional championship. Beyond wins and losses, he aims to instill a love for the game that extends beyond the court, encouraging his players to strive for excellence in all aspects of their lives. By the end of the season, he hopes to witness significant growth in the team's performance and the personal development of each player.