

PRESS RELEASE

NEW BOOK HELPS YOUNG PEOPLE NAVIGATE LIFE WITH CHARACTER, COURAGE AND PURPOSE

Entrepreneur and father of four publishes

Stay in the Game

, a practical guide for young people growing up in an increasingly complex world.

Lisbon, Portugal – June 2026

Young people today face more pressure, uncertainty and distraction than ever before.

Social media, constant comparison, anxiety, fear of failure and the search for identity have become part of everyday life for a generation growing up in a rapidly changing world.

In response to these challenges, German-Portuguese entrepreneur and father of four **Marc-Philipp Martins Kuenzel** has published **Stay in the Game**, a practical guide designed to help young people develop character, confidence, resilience and purpose through the universal language of sport.

More than a football book, *Stay in the Game* explores some of the most important questions facing young people today:

- How do I build confidence?
- How do I deal with pressure and anxiety?
- How do I make good decisions?
- How do I respond to failure?
- What kind of person do I want to become?

The project was inspired by a deeply personal reflection.

“My father died at 49.

My grandfather died at 49.

This year I turn 49.

This is the book I wrote for my children.”

Originally written as a collection of lessons for his four children, the book evolved into a broader project aimed at helping young people, parents, schools, coaches and communities engage in meaningful conversations about character, leadership, responsibility and personal growth.

Using real-life experiences, family stories and lessons drawn from sport, *Stay in the Game* encourages readers to think independently, take responsibility, remain humble and continue moving forward when life becomes difficult.

The book has received support from former Belgium international **Mousa Dembélé**, who said:

“In a world where young players face increasing pressure, this book brings the focus back to what truly matters: humility, patience, character and love for the game.”

It is also endorsed by **Martin Harris**, Head of School at United Lisbon International School:

“Thriving communities are built on shared values. In a world that connects us more than ever, yet often leaves us further apart, this book offers young people guidance, perspective and inspiration through the universal language of sport.”

Published in five languages (English, Portuguese, German, Spanish and French), *Stay in the Game* is intended for:

- Young people aged 13–18
- Parents and caregivers
- Schools and educators
- Coaches and sports academies
- Clubs, federations and youth organisations

Special programmes and pricing are available for schools, clubs, academies, federations and non-profit organisations.

About the Author

Marc-Philipp Martins Kuenzel is a German-Portuguese entrepreneur, investor and father of four children.

After nearly three decades building businesses and investment projects across healthcare, hospitality, education and real estate, he came to a simple conclusion:

The most important legacy is not what we build for ourselves. It is what we leave to the next generation.

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Stay in the Game – A Life Guide to Discipline, Character and Never Giving Up.