



# CALIFORNIA INTERSCHOLASTIC FEDERATION STATE MEDIA RELEASE

4658 DUCKHORN DRIVE • SACRAMENTO, CA 95834 • (916) 239-4477 • FAX (916) 239-4478 • CIFSTATE.ORG

FOR IMMEDIATE RELEASE  
Date: August 4, 2010

CIF Contact: Quwan Spears  
(916) 239-4477, [qspears@cifstate.org](mailto:qspears@cifstate.org)

Sports Authority Contact: Logan Williams  
(201) 682-0540, [lwilliams@mww.com](mailto:lwilliams@mww.com)

## Sports Authority Named Official Sporting Goods Retailer of the CIF

**SACRAMENTO** -The California Interscholastic Federation is pleased to announce an exclusive multi-year sponsorship with Sports Authority as its Official Sporting Goods retailer. The agreement is part of a statewide official partnership between Sports Authority and the CIF.

This new partnership teams CIF and its member schools with California's largest full-line sporting goods retailer. It provides every member school and student with exclusive savings at any of the nearly 70 California Sports Authority store locations and includes a marketing relationship that contributes revenue to all CIF Sections.

“Our goal is to align ourselves with companies in the state and across the nation that understand the importance of education through participation in athletics,” Executive Director Marie M. Ishida said. “We value Sports Authority as a partner and their willingness to extend meaningful savings to our member schools and students. This collaboration with Sports Authority is an excellent fit for the CIF and the millions of students we serve.”

Beginning in late August, all CIF member schools will receive a package from CIF and Sports Authority that will include co-branded discount cards for every student and faculty member, valid throughout the school year at any California Sports Authority store location.

“Sports Authority is proud to be the Official Sporting Goods retailer of the CIF,” Chief Marketing Officer Jeffrey Schumacher said. “We share CIF's commitment to school athletics and its passion for all students to lead healthy and active lifestyles. We look forward to supporting CIF member schools and providing great value for years to come.”

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### **About CIF**

The California Interscholastic Federation (CIF) was created in 1914 and is the governing body for high school sports in the state of California. CIF is uniquely positioned to foster student growth in values and ethics. CIF's ideal of "Pursuing Victory with Honor," provides the opportunity to influence the actions of the athletic community. CIF strives to promote equity, quality, character and academic development.

CIF is a nonprofit federation and the state office, located in Sacramento, CA, represents the interests of its member Sections. The 10 Sections represent geographic regions within the state: Central, Central Coast, Los Angeles City, North Coast, Northern, Oakland, Sac-Joaquin, San Diego, San Francisco and Southern. CIF represents more than 1,500 public and private member schools and more than 800,000 student-athletes. CIF conducts regional and state championships in cross country, football, volleyball, tennis, wrestling, basketball, soccer, track & field and golf. CIF Sections conduct Section championships in more than 22 sports.

### **About Sports Authority**

Headquartered in Englewood, CO, Sports Authority is one of the nation's largest full-line sporting goods retailers, offering a comprehensive and high quality assortment of brand name sporting apparel and equipment at competitive prices.

Sports Authority is staffed with experts in all areas of sport and fitness-related topics, and strives to be the ultimate "authority," both on and off the field. Whether in the game or cheering from the sidelines, Sports Authority is the leading destination for consumers to fulfill their sporting equipment needs.

Sports Authority operates 463 stores in 45 states, and employs more than 15,000 associates nationwide. It also operates stores in Japan under a partnership with AEON Co., Ltd. The company's e-commerce Web site is [www.sportsauthority.com](http://www.sportsauthority.com).

### **Corporate Champions**

Farmers Insurance, Sports Authority, MaxPreps, California National Guard, Fox Sports Net, Gatorade, U.S. Marine Corps, California Correctional Peace Officers Association, Billy Tees, KBC Sports, Comcast Sports Net, Nike, Les Schwab, Spalding and Wilson. Through the CIF Corporate Champion program, these companies provide a direct, positive impact on the opportunities afforded to more than 800,000 CIF student-athletes each year. These corporations are dedicated to emphasizing the role of athletics in interscholastic education by supporting CIF programs throughout the year.