



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: Aug. 30, 2010

Contact: Quwan Spears, Sports Information Officer

qspears@cifstate.org

HTM Named Official Marketing Representative for CIF

SACRAMENTO—The CIF is pleased to announce it has signed a three-year partnership with Home Team Marketing (HTM). The Cleveland-based company, which specializes in delivering fully-integrated advertising campaigns directly into high schools through prep sporting events, will be the official marketing representative for the CIF. The CIF is one of 16 state associations HTM represents nationwide.

“We’re pleased to join an elite group of state associations that have called upon HTM to represent their corporate partner initiatives,” CIF Executive Director Marie Ishida said. “We’re confident that our relationship with HTM will open doors to unprecedented opportunities for the CIF, our member schools and the student-athletes we serve. We are equally excited about HTM’s commitment to our mission, core values and their dedication to the CIF.”

The CIF represents more than 1,500 schools and close to 750,000 student-athletes. It oversees 19 total sports and hosts 340 state, regional, and section championships statewide. The state is divided into 10 Sections (Northern, North Coast, Sac-Joaquin, San Francisco, Oakland, Central Coast, Central, Los Angeles City, Southern, and San Diego).

“HTM is very excited to be working with the CIF,” said Peter Fitzpatrick, president and co-founder of HTM. “The CIF has such a widespread focus and positively affects more student-athletes and families than any other athletic governing organization.

“The CIF and its member schools surely provide a wonderful platform for furthering the healthy aspects of scholastic competition and participation. We are in a position to encourage partners to get involved with the CIF to further enhance the positive experience for the student-athletes, families and schools. It is really amazing to consider that the CIF has nearly doubled the student-athlete participants than the entire NCAA!”

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