



Black Bear Diner Named Official Family Diner of the IHSAA

BOISE, ID (September 1, 2021) - Playfly Sports Properties and Black Bear Diner announce the signing of a three-year strategic partnership through 2024. Under terms of the partnership, Black Bear Diner will serve as “The Official Family Diner of the IHSAA.”

“We are so pleased to be supporting high school athletic programs in communities across multiple states that we already call home,” said Anita Adams, CEO of Black Bear Diner. “As a company that is focused on family and bringing people together over a delicious, hearty meal at any time of the day, Black Bear Diner is proud to be the Official Family Diner for the next three school years.”

“We are very excited to partner with Black Bear Diner and have them be the Official Family Diner of the IHSAA,” said Zach Hoffman, General Manager of IHSAA Sports Properties. “We are truly thankful for their support of IHSAA Activities.”

The IHSAA joins the state associations of Arizona, California, Nevada, Oregon, and Washington, the latest sports properties operated by Playfly Sports Properties to partner with Black Bear Diner.

About Black Bear Diner

Black Bear Diner is one of the fastest-growing franchises in the country. Founded in 1995 by Bruce Dean and Bob Manley in Mt. Shasta, California, Black Bear Diner brings home-style comfort food classics and personal service to the dining experience. The quickly growing family dining concept, open for breakfast, lunch and dinner, offers a vast, enticing menu anchored in hearty portions and excellent value, with service rooted in genuine hospitality.

The franchise now operates 143 locations in 14 states and growing. Black Bear Diner has been consistently recognized for its significant growth and outstanding performance – Winner of FSR Magazine’s 2021 Reader’s Choice Award for Best Legacy Brand, Top 10 Customer Service Winner, Top 10 Fastest-Growing Chain and Top Disruptor from *Nation’s Restaurant News*. *Franchise Times* has called Black Bear Diner one of the “smartest-growing brands” in the country. The company is a disruptor in the family-dining segment for its growth and performance and will continue to focus on serving home-style comfort food classics and bringing personal service back to the dining industry as the brand continues to execute its expansion plan.

About the Idaho High School Activities Association (IHSAA)

Established in 1926, the Idaho High School Activities Association (IHSAA) is a private, non-profit, board-governed association that consists of 165 member schools across the state of the Idaho and annually sponsors 18 interscholastic activities. The mission of the Idaho High School Activities Association is to

coordinate, supervise, and direct interscholastic activities which enhance and protect the total educational process of all student participants. For more information, visit www.idhsaa.org.

About Playfly Sports

Playfly Sports is the full-service, leading sports marketing and media company that enables brands to engage with sports fans on a local, regional, and national level through scaled linear, digital, and experiential assets. Playfly Sports drives outcome-based solutions into 90-million households via more than 7,800 live U.S. broadcasts of MLB, NBA, and NHL games; and influences sports fans of all ages through the management of high school and college multimedia rights, uniform branding, and high-profile sports sponsorship platforms. The company introduces high school and college students to career development opportunities in esports through CSL Esports, operators of North America's largest college esports league. Playfly Sports has the unique ability to partner, innovate, and advance the aspirations of athletes, brands, academic institutions, and sports fans across the U.S. Playfly Sports is Powered by Partnership. Visit Playfly Sports online at playfly.com and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports.