



## **Les Schwab Tires Named an Official Partner of the Idaho High School Activities Association**

*Les Schwab Tires will become the association's Official Tire Service Provider starting July 1<sup>st</sup>, 2022.*

**BOISE, ID.** (June 14, 2022) – The Idaho High School Activities Association (IHSAA) is proud to announce Les Schwab Tires as an Official partner and the Official Tire Service provider of the IHSAA. The IHSAA's sponsorship represents an alignment of shared values regarding the positive impact of high school activities in Idaho.

Les Schwab Tires is the presenting sponsor of the Team of the Month program. Each month throughout the school year, Les Schwab Tires and the IHSAA will recognize varsity teams from each of the six classifications. Each winning team will be chosen based on performance, dedication in the classroom, and service to their community. The Les Schwab Tires Team of the Month will be selected from nominations. Each winning team will receive a commemorative trophy and \$100 will be donated to the team's program, courtesy of Les Schwab Tires. The winning teams will be celebrated by their local Les Schwab Tires store. Winners will also be announced on the Official IHSAA website and across all IHSAA social media platforms.

"Our founder, Les Schwab, believed in supporting the communities where his employees live and work – that's why our stores and employees do much more than sell tires and brakes," Les Schwab Tire Centers Area Manager Chris Baker said. "We invest our time and resources into events and organizations that promote responsibility, hard work and serving the community – values our company believes in."

"We are thrilled to have Les Schwab as a sponsor of the Idaho High School Activities Association and Official Tire Service Provider of the IHSAA", stated Zach Hoffman, General Manager of IHSAA Sports Properties. "With Les Schwab being the presenting sponsor of the Team of the Month program, it gives more opportunities for us here at the IHSAA to highlight high school teams across the state of Idaho."

### **About Les Schwab Tires:**

For 70 years, Les Schwab Tire Centers has taken pride in offering the best in tires and wheels, batteries and brakes, alignment, suspension, and other safety services. We're also proud to give back. If we can do something to help make the community stronger, we won't hesitate. That includes supporting youth programs such as the Idaho High School Activities Association,

helping families in need, and raising funds for good causes. Learn more about Les Schwab at [lesschwab.com](http://lesschwab.com) or stop by your local store. That's Les Schwab Tires. Doing the right thing since 1952.

#### **About the 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](http://www.idhsaa.org).

#### **About Playfly Sports**

Playfly Sports is a full-service sports marketing company operating where sports marketing, media & technology converge. Playfly Sports drives outcome-based solutions for brands reaching approximately 83% of all US sports fans generating over 230bn impressions each year in pro, college, and high school sports. Utilizing the influence and durability of local sports fandom, Playfly Sports exclusive rights in the NBA, NHL, MLB, NCAA, esports, and high school sectors drive value for our local, regional, and national brand partners. Playfly's insights-infused multimedia and tech platforms drive innovation through scaled linear, digital, in-venue, and experiential marketing and engagement assets. 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 Igniting Brands through the Love of Fans. Visit Playfly Sports online at [playfly.com](http://playfly.com) and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports. [www.playfly.com](http://www.playfly.com)