



TOYOTA

Inland Northwest Toyota Dealers Association Named an Official Partner of the Idaho High School Activities Association

The Toyota Dealers Association will become the association's official automotive partner in 2022.

BOISE, ID. (Jan. 3, 2021) – The Idaho High School Activities Association (IHSAA) is proud to announce the Inland Northwest Toyota Dealers (INTDA) as the group's Official Automotive partner. The IHSAA's sponsorship represents an alignment of shared values regarding the positive impact of high school activities in Idaho.

INTDA is the presenting sponsor of the Athlete of the Week program. Each week throughout the school year, Toyota and the IHSAA will recognize varsity athletes that exhibited an outstanding performance during the previous week. All qualifying students will be in good academic standing, show leadership qualities and serve as role models in their communities.

"The INTDA is honored to support the local high school activities association in the new year," says Jim Stanger INTDA's president. "We admire the IHSAA for its contributions to the local community and we're thrilled to be named an official partner."

"We are excited work with the Idaho Toyota dealers and have them as the Official Automotive Partner here with the IHSAA," stated Zach Hoffman, General Manager of IHSAA at Playfly Sports Properties. "Through this partnership with the Idaho Toyota Dealers, we are able to bring new concepts like the Athlete of the Week program and other opportunities to the IHSAA."

About Inland Northwest Toyota Dealers Association:

The Inland Northwest Toyota Dealers Association consists of all 29 Toyota dealers where 8 are located in Idaho, including Edmark Toyota, Parker Toyota, Peterson Toyota, Phil Meador Toyota, Rogers Toyota of Lewiston, Stones Toyota, Teton Toyota, and Wills Toyota.

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.

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 and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports. www.playfly.com