

NATIONAL FEDERATION OF STATE  
HIGH SCHOOL ASSOCIATIONS



## NEWS RELEASE

# Champion Announced as Official Uniform and Apparel Provider of National Federation of State High School Associations and NFHS Network

**FOR IMMEDIATE RELEASE**

Contact: Mark Koski

INDIANAPOLIS, IN (August 8, 2018) — The National Federation of State High School Associations (NFHS) and the NFHS Network have announced a multi-year agreement with Champion Athleticwear to become their “Official Uniform and Apparel Provider.”

Champion has been offering athletic apparel for men and women, including team uniforms for high schools throughout the nation, since 1919. Like the NFHS, Champion is celebrating its Centennial during the 2018-19 school year.

“We believe Champion is an ideal partner for the NFHS because the organization has been involved with high school athletic teams and communities for many years,” said Dr. Karissa L. Niehoff, who began her duties as NFHS executive director last week. “We look forward to working with Champion over the next few years as we continue to expand opportunities for students to be involved in education-based activity programs.”

“We are thrilled to partner with the NFHS and NFHS Network to continue our expansion within high school sports,” said Tyler Lewison, general manager of Champion Team Athletics. “For a century, NFHS and Champion have played an integral role in supporting thousands of teams in their pursuit of

greatness, and with this partnership we look forward to supplying even more teams with high-quality, custom Champion apparel.”

Champion will receive a full slate of traditional sponsorship and digital media elements including exclusive use of the NFHS and NFHS Network logos for marketing purposes and in its online team store. Champion will be featured prominently this year on the NFHS Network, which will broadcast more than 100,000 events involving approximately 30 sports and activities on its all-digital, high school network at [www.NFHSNetwork.com](http://www.NFHSNetwork.com).

“As the NFHS Network begins its sixth year of covering high school sports and other activity programs, we are excited to have Champion on board as a partner,” said Mark Koski, CEO of the NFHS Network. “Champion understands the high school market and will be a great partner as more and more people watch high school sports and other events on the NFHS Network.”

Champion will be the 24<sup>th</sup> corporate partner of the NFHS.

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#### **About the National Federation of State High School Associations (NFHS)**

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high schools and 12 million participants in high school activity programs, including more than 7.9 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at [www.nfhs.org](http://www.nfhs.org).

#### **About the NFHS Network**

The NFHS Network captures the passion, pride and energy of the high school experience by delivering live high school sports and events to family members and fans whenever they want, wherever they are at [www.NFHSNetwork.com](http://www.NFHSNetwork.com). The NFHS Network celebrates and showcases the unique accomplishments of students, whether they are a student-athlete participating in the 27 different sports covered by the Network, or one of the student broadcasters from schools around the country that produce events through the School Broadcast Program. The NFHS Network also features state playoff and championship events for 56 associations. The NFHS Network is a joint venture among the National Federation of State High School Associations (NFHS), its member state associations and PlayOn! Sports. The NFHS is located in Indianapolis, Indiana and is the national leadership organization for high school sports and performing arts activities. PlayOn! Sports is based in Atlanta, Georgia and is the nation’s largest high school sports media company.

## **About Champion**

Since 1919, Champion Athleticwear has offered a full line of innovative athletic apparel for men and women including activewear, sweats, tees, sports bras, team uniforms and accessories. Champion uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for our consumers. Champion Athleticwear can be purchased at department stores, sporting goods, specialty retailers and at [Champion.com](http://Champion.com). For more information, please contact us at 1-800-315-0563 or at [Facebook.com/Champion](https://Facebook.com/Champion), follow us on Twitter @Championusa or on Instagram @Champion. Champion is a brand of Hanesbrands Inc. (NYSE:HBI).

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