

FOR IMMEDIATE RELEASE



Iowa High School Athletic Association Joins the NFHS Network

Iowa Post-Season Events Will Now Be Streamed Live Online

ATLANTA, GA (September 25, 2014) – The NFHS Network announced today a partnership with the Iowa High School Athletic Association (IHSAA) to deliver additional post-season coverage of Iowa high school sports to fans.

IHSAA events selected by the NFHS Network will be streamed live and available for viewing on demand at www.nfhsnetwork.com. The Iowa High School Sports Network will continue to provide all coverage (television, live streaming, and radio) for IHSAA Championships in football, wrestling, basketball, track, soccer, and baseball. The NFHS Network will provide post-season coverage for many of the lead-up events to IHSAA Championships, and coverage for the state finals of cross-country and swimming. DVDs for most events will also be available for purchase.

“We proudly welcome the IHSAA to the NFHS Network, which has become the primary destination for high school sports online broadcasting over 40,000 events,” said Robert Rothberg, NFHS Network President. “In addition, our newly redesigned site provides an improved consumer experience with a responsive design optimized for Mobile viewing, the ability to clip and share highlights and integrated live scores and stats.”

As part of this relationship, all Iowa high schools can participate in the NFHS Network School Broadcast Program, which provides schools with the technology, training and support to enable students to broadcast their regular season games and other high school events.

“The NFHS Network provides an expanded opportunity to showcase education-based activities in the state of Iowa that features more of our sports programs as well as outstanding early rounds of our tournaments. We are excited to have Iowa be one of over 40 states featuring high school tournaments games/events nationally on the NFHS Network,” says Rick Wulkow, Executive Director with the IHSAA.

Last year, students produced over 20,000 events that were broadcast on the NFHS Network. In addition to offering valuable learning opportunities for students, participating schools also receive a share of the subscription fees from the events

they produce. The NFHS Network returned over \$100,000 in revenue to high schools during the past year.

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.

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.

All NFHS Network events are available online at www.NFHSnetwork.com. Follow the NFHS Network on Facebook, Twitter, YouTube and Instagram at @NFHSnetwork for the latest news and event information.

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.

Contact:

Ashley Peden
PR Agency, PlayOn! Sports
404-931-1394
apeden@groupcse.com

Kylie Swanson
Director of Communications, IHSAA
515-709-9653
kswanson@iahsaa.org