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Arizona Interscholastic Association, PlayOn! Sports Partner to Enhance AIA365.com

Phoenix, Ariz., and ATLANTA (October 23, 2012) -- The Arizona Interscholastic Association (AIA) and PlayOn! Sports (PlayOn) jointly announce the launch of the new AIA365.com, a partnership providing multi-platform distribution of Arizona high school sports content.

“Partnering with PlayOn! Sports will allow the AIA to enhance and improve its coverage of high school sports and athletes in Arizona,” said AIA Associate Executive Director/COO, Chuck Schmidt. “Fans of Arizona high school sports and activities, whether they are across the state, across the country or around the world, will have easy access to these exciting events while providing Arizona student athletes and their families unique memories of their outstanding achievements.”

The new video portal for the AIA365.com will host all events produced, with many streamed live and all made available on demand.

“We are thrilled to partner with the AIA to further advance the AIA365.com platform which has been so successful in providing great coverage of high school sports content in Arizona,” said Tim Eichorst, President of PlayOn! Sports.

AIA365.com will continue this fall with coverage of regular season, playoffs and state championships in several sports. Additional coverage throughout the year will feature a wide range of both boys and girls sports in Arizona.

Another component of AIA365.com is the opportunity for member schools of the AIA to take advantage of PlayOn’s School Broadcast Program. The School Broadcast Program provides individual schools access to PlayOn’s proprietary technology platform and training to produce regular season sports and school activities, like graduations, pep rallies or school newscasts. This content, typically produced by students, will be featured on individually branded school portals on the AIA365.com portal.

“Schools can leverage the PlayOn platform to create content, provide educational opportunities for students, generate exposure for student athletes, and provide unique digital advertising opportunities for sponsors,” Eichorst said. “We are rolling this program out immediately and plan to have an initial group of schools producing and broadcasting their activities during this fall sports season.”

PlayOn! Sports is the largest rights holder, producer, and aggregator of high school sports events distributed across television, the Internet, and IP-video enabled mobile devices. By combining State Athletic Associations' postseason content with the regular season events of member schools, PlayOn provides marketers with a unique multi-media platform solution to reach teens, young adults and families. PlayOn is headquartered in Atlanta, Ga., with offices in the Southeast, Midwest and California. For more information and to view the variety of high school sporting events produced by PlayOn! Sports, go to www.playonsports.com.

Arizona Interscholastic Association

The AIA is a voluntary association of public and private high schools which was established by and is responsible to its members. The democratic governance of the AIA provides representation and input opportunities to all its member schools through their governing board members, administrators and teachers who serve on the Legislative Council, Executive Board and ad hoc committees. There are currently 270 member high schools with over 305,000 students under the AIA. The AIA was established in 1925. The AIA is online at www.aiaonline.org.

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