

NATIONAL FEDERATION OF STATE  
HIGH SCHOOL ASSOCIATIONS



## NEWS RELEASE

### NFHS Announces Soccer Innovator Sockatyes as Corporate Partner

FOR IMMEDIATE RELEASE

Contact: Mark Koski

INDIANAPOLIS, IN (December 20, 2016) — Sockatyes, developer of an innovative patented product designed to keep soccer socks in place without elastic material, has entered into an agreement as a corporate partner of the National Federation of State High School Associations (NFHS).

Sockatyes, which will be the exclusive NFHS corporate partner for soccer, is the 22<sup>nd</sup> corporate partner of the NFHS.

The Sockatyes product helps in preventing muscle cramps and injuries by conforming to the size of a player's calf while allowing movement. Another benefit is the quick release tab that allows for rapid removal if an athlete requires medical treatment. Since 2001, Sockatyes has evolved with the involvement of athletes and sports therapists.

"We are looking forward to our partnership with Sockatyes," said Bob Gardner, NFHS executive director. "This innovative product should be beneficial to the more than 800,000 boys and girls who play high school soccer."

Approved by the Federation Internationale de Football Association (FIFA), the Sockatyes product became the first change to international football kits in more than 100 years when shinguards were introduced. Sockatyes is also proudly partnered with La Liga de Futbol Profesional (LFP), which is Spain's professional football governing body.

“Sockatyes is very excited to be the exclusive NFHS corporate partner for soccer,” said Stanley Yu, chairman of Sockatyes Holding Limited. “We are established and proven in professional sports, including La Liga in Spain, and look forward to supporting the mission of the NFHS and working with student-athletes, coaches and referees across the country.”

###

#### 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 11 million participants in high school activity programs, including more than 7.8 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 Sockatyes

With its roots in professional European soccer, Sockatyes provides patented and FIFA-approved apparel and advertising products. Sockatyes straps keep socks in place and are preferable to tourniquet-style alternatives. PortiRed's flexible advertising space near the goal provides new revenue sources for schools. For more information, visit [www.sockatyes.com](http://www.sockatyes.com).

#### MEDIA CONTACTS:

Bruce Howard, 317-972-6900  
Director of Publications and Communications  
National Federation of State High School Associations  
[bhoward@nfhs.org](mailto:bhoward@nfhs.org)

Chris Boone, 317-972-6900  
Assistant Director of Publications and Communications  
National Federation of State High School Associations  
[cboone@nfhs.org](mailto:cboone@nfhs.org)

Janine Orf, 786-766-0010  
Chief Financial Officer  
Sockatyes Americas, LLC  
[sockatyesamericas@gmail.com](mailto:sockatyesamericas@gmail.com)