



**Arizona Interscholastic Association**  
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## NEWS RELEASE

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### **AIA ANNOUNCES PARTNERSHIP WITH IMPACT RELIEF, LLC**

PHOENIX, AZ (Nov. 25, 2009) – The Arizona Interscholastic Association (AIA) is proud to announce a new multi-year partnership with Impact Relief, LLC.

Impact Relief, LLC is now the exclusive AIA distributor of hot-cold therapy products. The company will distribute Med-Temp, LLC hot-cold products, which are each bio-engineered and specially formulated for the application of hot or cold therapy.

Through the partnership, Impact Relief, LLC also becomes a sponsor of [www.aia365.com](http://www.aia365.com). There is now an Impact Relief, LLC banner on the site, and the company is the title sponsor of the “Impact Relief Injury Report,” which has debuted on [aia365.com](http://aia365.com)

“At Impact Relief, we are passionate about keeping high school athletes healthy and able to play,” Asher Cohen, vice president of Impact Relief, LLC, said. “Our goal is to prevent, treat, and heal. That means properly treating aches and pains in order to prevent them from turning into serious injuries.”

To take advantage of this great opportunity, visit [www.impactrelief.com](http://www.impactrelief.com). Click the RED BUTTON ON THE IMPACT RELIEF LOGO to enter the world. **PREVENT, TREAT, HEAL.** Upon purchasing your products, enter the DISCOUNT CODE “DCAIA20” to receive an exclusive AIA discount.

Medi-Temp, LLC is an innovative leader in the manufacturing and development of hot-cold therapy products that was founded in 1993. Their products were designed and developed in conjunction with physicians and healthcare professionals, including orthopedic surgeons, physical therapists, sports and rehabilitation specialists, pain therapists and oncologists. In addition, they are specifically tailored for individual body parts.

Impact Relief, LLC also has an official newsletter containing the latest information on products and specials. To subscribe, visit [www.impactrelief.com](http://www.impactrelief.com).

#### **About Impact Relief, LLC**

Impact Relief, LLC is a privately-owned company based in Scottsdale, Ariz. dealing primarily with the health and wellness industries. The mission of Impact Relief, LLC is to help athletes perform at their optimal levels by providing them top-of-the-line products to keep them in the game. Through their associations and affiliations, Impact Relief, LLC is able to distribute industry-leading treatment products. Impact Relief, LLC is also extremely active in the metro-Phoenix community through various initiatives that help provide funds for organizations the company works with.

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