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**HI-HEALTH PARTNERS WITH THE ARIZONA INTERSCHOLASTIC ASSOCIATION TO PROMOTE HEALTHY AND ACTIVE LIFESTYLES FOR KIDS AND TEENS**

*Scottsdale-based health food and nutritional supplements leader affiliates with AZ governing body of high school sports to educate students, parents and athletic departments about nutrition, healthy habits and the importance of an active lifestyle*

**Scottsdale, AZ (Sept. 5, 2013)** – Hi-Health, the Scottsdale-based health food and nutritional supplement leader has partnered with the Arizona Interscholastic Association (AIA) to foster health and proper fitness regimens in high school students. Hi-Health’s partnership with the AIA will focus on educating Arizona’s students and athletic departments about proper health and nutrition. This will encourage physical activity and fight childhood obesity.

“Building healthy habits for our high school athletes is a priority for the Arizona Interscholastic Association,” said Chuck Schmidt, Associate Executive Director for the AIA. “Our new partnership with Hi-Health will allow us to better educate student athletes and their families about healthy choices to make when nourishing their bodies to perform at peak levels,” said.

The AIA is dedicated to sustaining an ethical culture among its school members and creating fair and equitable competition. The AIA’s mission is to create and sustain an ethical culture through activities that encourage maximum student participating by providing AIA member schools with an even playing field to ensure fair and equitable competition in interscholastic activities. By partnering with Hi-Health, they will be able to provide education and awareness for students, athletes and parents about health and nutrition best practices that coincide with their goal.



With a reputation for providing high quality, healthy, and clean nutrition products for over 40 years, Hi-Health has provided high quality and clean health and nutrition products for the Arizona community. Hi-Health's emphasis on providing ethical family-friendly products was a key factor in the AIA's decision to collaborate with the company.

"Hi-Health prides itself on providing supremely high quality health and nutrition products that are developed from key scientific research and founded on principles guided by our in-house fitness, nutrition, medical and wellness teams," said Jay Chopra, COO for Hi-Health. "Our partnership with the AIA will help to educate high school students on how to make healthy lifestyle choices that will build the framework for a long, healthy and active life," he added.

Hi-Health's first collaboration with the AIA was the nationally televised Sollenberger Classic in Las Vegas last weekend. The annual event marked the kickoff to the high school football season and pits the top football teams in Arizona against the top teams in Nevada. This year, players will be supplied with a variety of Hi-Health products including Hi-Health's new specially formulated Endurance Drink. Hi-Health will be a sideline fixture at AIA high school sporting events throughout the season, offering athletes an opportunity to try products that offer a healthy and natural alternative to typical sugary sports drinks and unhealthy snacks. Hi-Health will also sponsor an AIA nominated "High School team/Athlete of the week" which will be featured weekly on KTAR Arizona Sports Radio 620AM.

Hi-Health's team of medical, fitness and nutrition experts will help train, motivate and educate athletic department staff, student athletes and team parents throughout Arizona. Hi-Health's partnership with the AIA aims to educate athletes, their families and mentors on how to perform at optimum athletic levels build endurance and a peak level of performance in a way that promotes a positive, healthy and athletic lifestyle.

For more information about Hi-Health and its partnership with the AIA, or to request photos and schedule interviews contact Melissa Rein.

**Hi-Health doctors, fitness trainers, nutritionists and wellness experts are available for media opportunities and can be scheduled by contacting Melissa Rein.**

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### **About Hi-Health**

Hi-Health Corp, established in 1972 in Scottsdale, AZ, is a health food and supplement retailer in Arizona. It offers quality products that are approved by governing authorities on safety and health risks. Hi-health currently serves the Arizona community through 46 brick and mortar stores and available online at [www.hihealth.com](http://www.hihealth.com). A strong body of medical and scientific experts, sports and fitness experts and lifestyle coaches who actively engage and contribute to blog ([www.hihealth.com/blog](http://www.hihealth.com/blog)) and community programs support Hi-Health.

Hi-Health Supermart Corporation operates stores for health foods and nutritional supplements in Arizona. Hi-Health currently owns and operates 49 retail stores across Arizona and online. Hi-Health Supermart Corporation was founded in 1972 and is based in Scottsdale, Arizona.

<http://www.hihealth.com/>

### **About the 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.

<http://aiaonline.org/>