



FOR IMMEDIATE RELEASE  
September 15, 2014

## **Valley Toyota Dealers Partner with Arizona Interscholastic Association to Support High School Student-Athletes for Third Consecutive Year**

PHOENIX – Arizona Interscholastic Association (AIA) Associate Executive Director Chuck Schmidt today announced the continuation of a partnership with Valley Toyota Dealers to benefit high school athletic programs throughout Arizona. Valley Toyota Dealers is a collective of ten Toyota dealerships throughout the Greater Phoenix area.

This will be the third consecutive year Valley Toyota Dealers have partnered with AIA.

“Valley Toyota Dealers continue to build an impressive track record of supporting Arizona high school student athletes,” said Schmidt. “These dealerships are family-oriented enterprises. They appreciate, firsthand, the power of high school athletic competition to improve leadership skills that transcend sports. We appreciate their support and look forward to continuing to develop this relationship.”

The agreement provides Valley Toyota Dealers with recognition on the AIA365.com digital portal for Arizona high school athletics, including rotation on the launch of the AIA365 video player, which averages 400,000 launches a year. Recognition will also be provided on site at select AIA regular season, tournament and championship games.

“Valley Toyota Dealers represent hundreds of employees across the Greater Phoenix area, and we are proud to support student athletes in their quest for excellence in the classroom and in competition,” said John O’Malley, association President. “Members of our team throughout the ten dealerships and countless customers have experienced local high school athletics, and many enjoy watching and coaching their own student athletes today. Partnering with the AIA is a great investment in the next generation of future leaders for communities throughout the Valley of the Sun.”

Organizations interested in learning more about sponsoring Arizona high school athletics through the AIA should contact Frankie Acosta, General Manager of AIA Sports Properties, at (602) 385-3828. AIA Sports Properties is managed by Charlottesville, VA-based Rockbridge Sports Group.

### **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. Visit [www.aia365.com](http://www.aia365.com) and [www.aiaonline.org](http://www.aiaonline.org) to learn more.

### **About Valley Toyota Dealers**

Founded in 1989, Valley Toyota Dealers is the Toyota Dealer Association consisting of all ten Toyota dealers in the metropolitan Phoenix area: AutoNation Tempe, Avondale, Bell Road, Big Two, Camelback, Earnhardt, Larry Miller, Right, Riverview, and Toyota of Surprise. To locate the dealer nearest you visit [www.valleytoyotadealers.com](http://www.valleytoyotadealers.com).

### **About Rockbridge Sports Group**

Rockbridge Sports, Media and Entertainment LLC (dba Rockbridge Sports Group) is pioneering a new model in collegiate, high school and event multi-media rights management, empowering clients to retain ownership and control while maximizing value from brand association and athletic programming in fast-changing digital and traditional environments. To learn more about Rockbridge Sports Group, visit [www.rockbridgesports.com](http://www.rockbridgesports.com).

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