



NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS

NEWS RELEASE

NFHS, American Cancer Society Agree to Corporate Partnership

FOR IMMEDIATE RELEASE

Contact: Mark Koski

INDIANAPOLIS, IN (March 18, 2022) — The National Federation of State High School Associations (NFHS) has entered into a new corporate partnership with the American Cancer Society through a multi-year agreement.

The American Cancer Society is an organization on a mission to free the world from cancer. The non-profit organization invests in lifesaving research, provides 24/7 information and support and works to ensure that individuals in every community have access to cancer prevention, detection and treatment.

“We are pleased to have the American Cancer Society join our team as a corporate partner,” said Dr. Karissa Niehoff, CEO of the NFHS. “Cancer is an issue that touches everyone in a direct or extended way, and we are glad to be working with ACS to continue that ongoing goal of freeing the world from this deadly disease.”

“We are very excited to enter this partnership with the National Federation of State High School Associations,” said Brad Wisdom, ACS national senior director, youth and youth professionals development and engagement. “This partnership will allow us to touch millions of lives as we continue to provide advocacy, patient support, and discovery science for cancer patients and their families. We look forward to all of the ways the American Cancer Society and the NFHS will team up in the fight against cancer.”

As part of the three-year partnership, the American Cancer Society is now designated as the “Official Charity Choice of the NFHS.” Additionally, the NFHS will promote a year-round campaign to raise money for the American Cancer Society through an online storefront offering cancer-themed items hosted by the NFHS and encourage those purchasing NFHS rules publications to make a donation to the American Cancer Society.

The agreement also calls for advertising opportunities such as promotion through email marketing and the NFHS Network and advertising space in NFHS rules books and the NFHS’s flagship magazine — *High School Today*. Finally, the NFHS will provide the American Cancer Society with exhibitor’s booth space at the National Athletic Directors Conference, NFHS Winter Meeting and NFHS Summer Meeting with an opportunity to speak at each event.

For more information on the American Cancer Society, please visit www.cancer.org.

This press release was written by Luke Modrovsky, coordinator of publications and communications at the National Federation of State High School Associations (NFHS).

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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 19,500 high schools and 12 million participants in high school activity programs, including more than 7.9 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.

About the American Cancer Society

The American Cancer Society is on a mission to save lives, celebrate lives, and lead the fight for a world without cancer. We invest in lifesaving research, provide 24/7 information and support, and work to ensure that individuals in every community have access to cancer prevention, detection, and treatment. For more information, visit cancer.org.

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