

NATIONAL FEDERATION OF STATE
HIGH SCHOOL ASSOCIATIONS



NEWS RELEASE

Merchandise with NFHS Logo Now Offered to Public

FOR IMMEDIATE RELEASE

Contact: Mark Koski

INDIANAPOLIS, IN (November 6, 2013) — In association with **Spirit Shop Inc.**, the National Federation of State High School Associations (NFHS) has launched the NFHS Store, an e-commerce Web site offering NFHS-branded merchandise for purchase.

Items available on the site include men's and women's apparel such as T-shirts, hoodies, polo shirts and jackets, as well as accessories, including bags, drink items and collectibles – all with the NFHS logo prominently displayed. The site also directly links to the **Get Official Products'** Web site, which offers apparel with the NFHS logo for high school officials.

Earlier this year, the NFHS partnered with **Get Official Products** to begin offering apparel with the NFHS logo for high school officials. The NFHS logo is displayed on the back of the shirt (just below the collar) as a heat transfer. Shirts with the NFHS logo are available for baseball and softball umpires, as well as football, basketball, volleyball, track and field, and wrestling officials.

Now, coaches, administrators and other individuals seeking NFHS-logoed products have that same option.

"The ultimate goal behind the Web site was not only to get our brand, our logo out to the public, but to also give the coaches, officials and rules interpreters who don't attend our meetings the opportunity to wear our product," said Mark Koski, director of sports, events and development at the NFHS.

A link to the NFHS Store is offered on the home page of the NFHS Web site at www.nfhs.org.

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This press release was written by Shane Monaghan, graphic arts technician/editorial assistant in the NFHS Publications and Communications Department.

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 16 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 7.7 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 Web site at www.nfhs.org.

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