



CALIFORNIA INTERSCHOLASTIC FEDERATION STATE MEDIA RELEASE

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First Team Media Partners with CIF

SACRAMENTO, CALIF. — Playfly Sports Properties and First Team Media announced today the signing of a three-year strategic partnership. First Team Media is a hyperlocal print and digital sports media company. Founded by former CIF student-athlete Brad Lane, First Team Media will be working with CIF member schools to showcase their athletic, academic and activities programs.

“We look forward to working with Brad and First Team Media as they bring their unique publications into the CIF ecosystem,” stated Brian Sandy, General Manager of CIF at Playfly Sports Properties. “In addition to showcasing student achievements, their program also provides participating schools visibility to fundraising opportunities.”

“We are proud and excited to be working with the CIF to provide local coverage of high school athletics, which is an underserved market that needs more recognition,” said Brad Lane, Chief Publishing Officer of First Team Media. “Our magazines not only give the student-athletes exposure and commemorate their achievements, but also those of participants in extracurricular activities such as music, drama, speech and esports. They also encourage the active participation from journalism and photojournalism students.”

About First Team Media

First Team Media was created to provide much-needed coverage of individual high school athletic programs, recognizing their student-athletes accomplishments. Their publications focus on individual schools, featuring a student-athlete on the cover each month, and covering all of the in-season sports played. They have contributing articles written by students, along with accompanying photographs. They then deliver their magazines to the parents of each student-athlete, engaging their readers with content that matters to them! This combination brings a sense of community and spirit to each school they serve. They also have an interactive Digital Flipbook that is emailed to each student and their parents; Click on sponsor messages for discounts and action photos for video coverage. www.FirstTeam.media

About the California Interscholastic Federation (CIF)

Created in 1914, the CIF is the governing body for high school sports in the state of California. CIF is uniquely positioned to foster student growth in values and ethics. CIF’s ideal of “Pursuing Victory with Honor,” provides the opportunity to influence the actions of the athletic community. CIF strives to promote equity, quality, character, and academic development. CIF is a nonprofit federation and the state office, located in Sacramento, Calif., represents the interests of its member Sections. The 10 Sections represent geographic regions within the state: Central, Central Coast, Los Angeles City, North Coast, Northern, Oakland, Sac-Joaquin, San Diego, San Francisco, and Southern. CIF represents 1,605 public and private member schools and more than 838,000 student-athletes. CIF conducts Regional and State Championships in badminton, baseball, traditional competitive cheer, cross country, football, volleyball, tennis, wrestling, basketball, soccer, softball, swimming & diving, track & field, golf, and water polo. CIF Sections conduct championships in more than 26 sports. Visit CIF at CIFState.org and follow on Facebook, Twitter and Instagram @CIFState.

About Playfly Sports

Playfly Sports is the full-service, leading sports marketing and media company that enables brands to engage with sports fans on a local, regional, and national level through scaled linear, digital, and experiential assets. Playfly Sports drives outcome-based solutions into 90-million households via more than 7,800 live U.S. broadcasts of MLB, NBA, and NHL games; and influences sports fans of all ages through the management of high school and college multimedia rights, uniform branding, and high-profile sports sponsorship platforms. The company introduces high school and college students to career development opportunities in esports through CSL Esports, operators of North America’s largest college

esports league. Playfly Sports has the unique ability to partner, innovate, and advance the aspirations of athletes, brands, academic institutions, and sports fans across the U.S. Playfly Sports is Powered by Partnership. Visit Playfly Sports online at playfly.com and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports.