

Thom Simmons  
Director of Communications  
thoms@cifss.org



Anita Fopma  
Assistant to the Director  
anita@cifss.org

## CALIFORNIA INTERSCHOLASTIC FEDERATION - SOUTHERN SECTION

10932 Pine St., Los Alamitos, CA 90720

(562) 493-9500

(562) 493-6266 - Fax

www.cifss.org



PRESS RELEASE #3  
FOR IMMEDIATE RELEASE

EMAILED P.M. AUGUST 11, 2017  
CONTACT: THOM SIMMONS

### **MEDIA RELEASE**

## **CIF-SS AND HUDDLE ANNOUNCE TICKET PARTNERSHIP**

**LOS ALAMITOS** -- The California Interscholastic Federation-Southern Section (CIF-SS) and Huddle® today announced their new digital event ticketing partnership.

This agreement further expands the nation's largest and most innovative ticketing solution for the high school market and pairs it with the largest section (586 schools) in the largest state association in the country.

"We are very excited to begin our partnership with Huddle in our continuing effort to offer the best championship experience we can for all of our stakeholders," stated CIF-SS Commissioner of Athletics Rob Wigod.

"Huddle has been the leader and innovator in online ticketing, not only with some of our CIF Sections in California, but across the country in partnering with several state associations as well," added Wigod. "We welcome Huddle to our Southern Section team and look forward to working with them in service to our member schools and to all fans of Southern Section athletics."

Huddle offers an integrated digital and paper ticketing solution for both state association post-season events and individual school regular season events. Huddle has freely provided over 1.3 billion event tickets to high schools since 2001, saving the schools tens of millions of dollars over the years. For the 2017-2018 school year, Huddle has expanded its free offerings to include the GoFan® digital ticketing app. GoFan provides high schools with digital ticketing capabilities along with the convenience, safety and security of professional sporting events at no cost to the schools.

Additionally, the National Federation of State High School Associations (NFHS) recently selected Huddle/GoFan as its exclusive partner for a national rollout of a digital ticketing platform for high school sports.

Digital ticketing provides consumers with a convenient way to purchase and redeem tickets online or via a mobile phone. Digital tickets have become increasingly prevalent in the travel, sports and entertainment industries but have yet to materially impact the more than 450 million tickets sold annually to high school sporting events.

"We are excited to add the CIF-SS to our rapidly expanding Huddle Tickets/GoFan family. The CIF-SS and its member schools are a perfect fit for our easy-to-use digital ticketing technology, and the fans will absolutely love it," stated Huddle CEO Joey Thacker.

### **About Huddle**

Huddle, Inc. gives brands a local voice, lasting relationships, and a nationally scalable way to rise above a noisy advertising world. Huddle has built a trusted reputation for driving local sales through innovative marketing products like Huddle Tickets. Huddle, based in Alpharetta, Georgia, builds programs that are rooted in serving a targeted audience and converting them into passionate brand advocates. Learn more at HuddleInc.com. Stay up to date on marketing news and local solutions by following Huddle on LinkedIn or GoFan on Twitter (@GoFanHS).

-END-