



# CALIFORNIA INTERSCHOLASTIC FEDERATION STATE MEDIA RELEASE

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September 18, 2019

## PlayVS Named as Exclusive and Official Esports Provider of the CIF

**SACRAMENTO, CALIF.** – The California Interscholastic Federation (CIF) and PlayVS announced today the signing of a three-year agreement naming PlayVs as the exclusive and official esports provider of the CIF.

Esports is an additional education-based opportunity for students at CIF member schools which promotes team building, inclusion, STEM, job skills and can lead to college opportunities.

“There are many CIF member schools currently engaged in esports and we are excited to provide this additional education-based opportunity for all our students and member schools,” said CIF Executive Director Ron Nocetti.

“Esports provides a new opportunity for students to become athletes,” said Dr. Clint Kennedy, Director of Education & Acquisition at PlayVS. “It opens the door to scholarships, recognition, and newfound communities on campus. We are excited to work directly with teachers and schools to build out their esports programs this fall.”

For more information visit [www.cifstate.org/esports](http://www.cifstate.org/esports)

### **About PlayVS**

PlayVS is the premier high school esports provider, in partnership with the NFHS and 17 state associations. Its product is the single destination where players come together to compete, fans gather to spectate and coaches manage their programs. Through partnerships with top game publishers, PlayVS powers inclusive league and State Championship play across the nation. For more information, visit [www.playvs.com](http://www.playvs.com).

### **About the California Interscholastic Federation**

The California Interscholastic Federation (CIF) was created in 1914 and 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 1,606 public and private member schools and more than 838,000 student-athletes. CIF conducts Regional and State Championships in badminton, cross country, football, volleyball, tennis, wrestling, basketball, soccer, swimming & diving, track & field, golf and water polo. CIF Sections conduct championships in more than 22 sports. interpret