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MEDIA RELEASE

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CIF-SS, CLA AND ZORTS SPORTS LAUNCH NEW DIGITAL PARTNERSHIP

LOS ALAMITOS – The CIF Southern Section (CIF-SS) is pleased to announce a new partnership with College Level Athletes (CLA) and Zort Sports in introducing a new, first of its kind, weekly digital program titled “*CIF Southern Section This Week*”, which will appear on the CIF-SS website.

“We are truly excited to begin our partnership with CLA and Zort Sports,” stated CIF-SS Commissioner of Athletics Rob Wigod. “We are looking forward to expanding the Southern Section story through *CIF Southern Section This Week*.”

Starting in March, CLA and Zorts Sports will produce 44 weekly shows highlighting CIF-SS athletes, coaches and schools that will shine the spotlight on current stories and the section’s distinguished history. From the Zorts Sports studios in Bell, the weekly program will contain highlights, interviews, game recaps, score reporting and much more. It will be a mix of the latest in sports technology and culture paired with the historical achievements of athletes and teams from the past.

“CLA Films, a pioneer in high school sports media, along with Zorts Sports, a leader in sports management solutions, are thrilled to be partnering with the CIF Southern Section,” said CLA President Aaron Plunkett. “The CIFSS has a long and rich history of producing some of the greatest student-athletes and sports programs in the world.”

“*This Week in the CIF Southern Section* will allow us to showcase the talent, tradition, schools and communities that embody this distinguished organization, added Plunkett.”

The CLA mission is to empower the next generation of student-athletes with a platform built to promote success. Founded by Plunkett in 2009, CLA pioneered sideline mixtapes and social marketing for student-athletes. The CLA social footprint amasses millions of weekly impressions across Instagram, YouTube and Twitter.

Zorts Sports was founded by Steven Lenhoff in 2014 to provide sports management solutions for tournaments, leagues, and schools. Zorts Sports is a free turn-key app available on iPhone and Android that has been used nationally for years. The Zorts Sports app improves efficiency and sports management for organizations, athletes and their families.

CLA Films and Zorts Sports produce the popular weekly SoCal high school football program “*The Show LA*.”

More information about official first episode date in March will be announced via Twitter (@CIFSS; @ZortsSports) and Instagram (@sportsrecruits) and the CIF-SS website (www.cifss.org) in the coming days.

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