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MEDIA RELEASE

CIF-SS LAUNCHES NEW ONLINE CONTENT SHOW

LOS ALAMITOS – The CIF Southern Section is pleased and proud to announce the launch of **CIF-SS This Week** streaming weekly on the CIF-SS YouTube page (CIFSS).

Produced by the CIF-SS as well as College Level Athletics (CLA)/Zorts Sports and hosted by Aaron Plunkett and Jayka Noelle from CLA Sports, **CIF-SS This Week** will focus on the people, places and stories involving education-based athletics in the CIF-SS.

“We are excited to launch our new online show, **CIF-SS This Week**,” stated CIF-SS Commissioner of Athletics Rob Wigod. “We look forward to delivering a wide-variety of content showcasing the outstanding student-athletes, programs and stories we have in our section.

“We want to thank Glenn Littman and Aaron Plunkett from Zorts Sports for their partnership and vision on this new venture.”

The first show of the this new streaming production will go live on the CIF-SS YouTube Channel at 5:00 p.m. this evening, September 9, 2020.

“The CIF-SS is the home to some of the greatest athletes, athletic programs, schools, and communities in the country,” said Plunkett, CEO/Founder of CLA Sports. “CLA and Zorts Sports are proud to be partnering with the CIF Southern Section in being able to showcase these talented and dedicated student athletes.”

“With the fall sports season being delayed, CLA and Zort Sports, in cooperation with the CIF-SS, felt it was time to get back to providing entertainment with an inside look at CIF-SS sports to the communities we serve,” added Plunkett. “We look forward to bringing the CIF-SS into people’s lives every week.”

CIF-SS This Week will air weekly at 5:00 p.m. every Wednesday throughout the school year.

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