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## CALIFORNIA INTERSCHOLASTIC FEDERATION - SOUTHERN SECTION

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# MEDIA RELEASE

PRESS RELEASE #18  
FOR IMMEDIATE RELEASE

EMAILED A.M. MARCH 15, 2022  
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## CANYON CATERING NAMED AN OFFICIAL PARTNER OF THE CIF-SS

Los Alamitos, CA — The CIF Southern Section, Playfly Sports Properties and Canyon Catering announce the signing of a three-year strategic partnership through 2024. Under terms of the partnership, Canyon Catering will serve as an Official Partner of the CIF Southern Section and as a resource to schools for their sports banquets, post-game meals, and school activities.

“We are honored to partner with a longtime supporter of CIF member schools, Canyon Catering, a family owned and operated catering and events company that serves Orange County,” stated Meaghan Manghera, General Sales Manager of CIF Sports Properties. “With their diverse menu options and event expertise, we look forward to the catering possibilities this partnership provides for future CIF Southern Section events.”

“We are proud to partner with the CIF Southern Section,” said Steve Cooper, owner of Canyon Catering. “As a local, family owned and operated catering and events company, our relationship with CIF has evolved throughout the years - from having two generations of CIF-SS athletes within the Canyon family, through executing catering and events for local high schools on and off campus dances, as well as athletic team and school club specific catering needs. We look forward to meeting the needs of students, athletic staff, and administrators through healthy and enjoyable menus options.”

### About Canyon Catering

Canyon Catering is a family owned and operated catering company designing inventive, mouth-watering menus in Orange County California since 2006. Built on the dream of combining their creativity and passion for food with superior customer service, Canyon Catering offers a full-service catering company like no other. Whether your event is a sports fundraiser, a pre- or post-game meal, or a team banquet, Canyon Catering offers satisfying, nutritious meals. They have a variety of packages and easy solutions available to fit your budget. Canyon Catering invites activities directors, coaches, athletic directors, and booster club parents to view each menu for catering services and contact us to begin planning for your special event.

### About the Southern Section

The CIF Southern Section is comprised of 569 member schools and is one section in the 10-section California Interscholastic Federation, the largest state association in the country. The Southern Section, if it were its own state association, would rank No. 10 (behind California, Texas, Ohio, Michigan, New York, Illinois, Pennsylvania, Florida and Missouri) in number of schools under their governance in the country. It is the 14th oldest state high school association.

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**CANYON CATERING/CIF-SS AGREEMENT** (Cont.):

**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](http://playfly.com) and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports.

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