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# CALIFORNIA INTERSCHOLASTIC FEDERATION

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August 4, 2022

## Hoag | Hoag Orthopedic Institute Sports Medicine Named Official Orthopedic & Sports Medicine Partner of the CIF Southern Section

**SACRAMENTO, CALIF.** — Playfly Sports Properties announced the signing of a three-year strategic partnership with Hoag | Hoag Orthopedic Institute Sports Medicine, which will serve as the official Orthopedic & Sports Medicine Partner of the CIF-Southern Section, lending their expertise and support to Southern Section coaches, trainers, athletes, and their families on and off the field.

“We are excited to have Hoag | Hoag Orthopedic Institute Sports Medicine as a partner in the Southern Section,” stated Meaghan Manghera, General Sales Manager of CIF at Playfly Sports Properties. “The health and wellness of CIF student-athletes is paramount, and we can’t wait to see the opportunities and resources this partnership will present to our Southern California student-athletes, coaches, and administrators.”

“As a former CIF-SS athlete, I am personally thrilled to partner with CIF-SS to bring awareness and access to our world-class sports medicine program to all athletes in Southern California,” said David Gazzaniga, MD, Division Chief of Sports Medicine at HOI. “One of our goals with the partnership is to enhance the experience of student-athletes and their families by providing an NFL Caliber Sports Medicine program. Our partnership will include education on injury prevention, sports medicine, and orthopedic wellness, as well as access to our Saturday morning sports clinic. We are honored to be associated with the CIF and look forward to growing this partnership through the years.”

“We are enthusiastic about our partnership with CIF to provide the highest quality of healthcare to its athletes. The same elite level of care we provide to professional athletes with the Los Angeles Chargers and US Olympic teams is provided to our partners at CIF,” said Eugene Yim, MD, MPH, CAQSM, Hoag Sports Medicine Medical Director. “We not only offer a premier level of care for orthopedic and sports medicine injuries but also provide comprehensive care for our athletes across all medical subspecialties.”

### **About Hoag | Hoag Orthopedic Institute (HOI) Sports Medicine**

Through our comprehensive sports medicine program at Hoag | Hoag Orthopedic Institute Sports Medicine, athletes at all skill levels receive access to the same caliber care as world-class athletes. Our Sports Medicine Program offers the experience of board-certified physicians and surgeons specializing in the diagnosis and treatment of athletic injuries and illnesses, all working together to ensure “We Get You Back to You.” Hoag and HOI are proud to be the official health care partner of the Los Angeles Chargers and the Orange County Soccer Club. We are excited to announce that we are now the Official Orthopedic & Sports Medicine partner of the CIF Southern Section.

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Additionally, Hoag | HOI Sports Medicine physicians and orthopedic surgeons volunteer for local college and high school teams on the sidelines as team physicians, giving world-class care to the community including access to state-of-the-art surgical techniques.

### **About the California Interscholastic Federation (CIF)**

Created in 1914, the CIF 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 1,605 public and private member schools and more than 850,000 student-athletes. CIF conducts Regional and State Championships in badminton, baseball, traditional competitive cheer, cross country, football, volleyball, tennis, wrestling, basketball, soccer, softball, swimming & diving, track & field, golf, and water polo. CIF Sections conduct championships in more than 26 sports. Visit CIF at [CIFState.org](http://CIFState.org) and follow on Facebook, Twitter, and Instagram @CIFState.

### **About Playfly Sports**

Playfly Sports is a full-service sports marketing company operating where sports marketing, media & technology converge. Playfly Sports drives outcome-based solutions for brands reaching approximately 83% of all US sports fans generating over 230bn impressions each year in pro, college, and high school sports. Utilizing the influence and durability of local sports fandom, Playfly Sports exclusive rights in the NBA, NHL, MLB, NCAA, esports, and high school sectors drive value for our local, regional, and national brand partners. Playfly's insights-infused multimedia and tech platforms drive innovation through scaled linear, digital, in-venue, and experiential marketing and engagement assets. 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 Igniting Brands through the Love of Fans. Visit Playfly Sports online at [playfly.com](http://playfly.com) and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports. [www.playfly.com](http://www.playfly.com)