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MEDIA RELEASE

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CIF-SS AND SBLIVE SPORTS LAUNCH NEW DIGITAL PARTNERSHIP

LOS ALAMITOS – The CIF Southern Section (CIF-SS) is pleased to announce a new partnership with SBLive Sports in introducing a re-launch of the weekly digital program titled “*CIF Southern Section This Week*”, which will appear on the CIF-SS website, the SBLive Sports site as well as both organizations YouTube pages.

The pilot episode can be found here, now: <https://youtu.be/djMEqAAkudw>

“We are very pleased to announce our new media venture entitled CIF-SS This Week,” said CIF-SS Commissioner of Athletics Rob Wigod. “I want to thank Dan Beach and SBLive Sports for their commitment to our organization in producing this show, which will be available on several platforms, including SBLive Sports, YouTube and www.cifss.org.”

“We look forward to sharing compelling stories, exciting highlights and providing a variety of content showcasing our outstanding product, the student-athletes, coaches and member schools across a wide variety of sports within the Southern Section,” added Wigod.

Starting today, SBLive Sports and the CIF-SS 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. The weekly program, hosted by Connor Morrisette and Claudette Montana Pattison, 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.

“The CIF SS has an outstanding staff led by Rob Wigod that we are honored to work with,” said SBLive Sports CEO Dan Beach. “The quality of competition, schools, coaches and players that represent the CIF Southern Section makes this a really exciting opportunity for our company to be involved with.”

“We look forward to introducing CIF-SS This Week and scorebooklive.com to an audience that may not yet be aware of the depth of media coverage, schedules and scores that we provide for high school sports across California and the nation,” added Beach.

More information about official episodes can be found on YouTube (@CIFSS and SBLiveSports) Twitter (@CIFSS and @SBLiveSports) and Instagram (@CIFSS and @sblivesports) and the CIF-SS (www.cifss.org) and SBLive Sports (www.scorebooklive.com) websites.

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