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## CALIFORNIA INTERSCHOLASTIC FEDERATION - SOUTHERN SECTION

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### **MEDIA RELEASE**

PRESS RELEASE #3  
FOR IMMEDIATE RELEASE

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### **WILSON SPORTING GOODS AND CIF-SS ANNOUNCE OFFICIAL BEACH VOLLEYBALL PARTNERSHIP**

**Los Alamitos, CA** — Today the CIF Southern Section and Wilson Sporting Goods Co. announced a four-year partnership for Wilson to be the Official CIF Southern Section-Ford Girls Beach Volleyball Championship ball commencing with the current school year.

“We are so excited to bring beach volleyball to our partnership with the CIF-SS,” says Kevin Murphy, General Manager of Team Sports at Wilson. “We look forward to continuing enriching their football, basketball, soccer and now beach volleyball programs, while supporting coaches and student-athletes as they pursue their athletic goals.”

This marks the inaugural championship year for beach volleyball in the section.

“We are looking forward to making history this year with our inaugural Southern Section-Ford Girls Beach Volleyball Championships and are grateful to Wilson for partnering with us as our official ball,” stated CIF-SS Commissioner of Athletics Rob Wigod. “This well-respected brand is a leader on the sand and our student-athletes will enjoy the benefits of such an outstanding product as they compete for championships for the first time.”

The agreement will run through June 2026, and, during the term, CIF-SS member schools will exclusively use Wilson products during the playoffs and championships in that sport as well as in the sports of football, boys and girls basketball and boys and girls soccer.

#### **About CIF Southern Section**

The CIF Southern Section is comprised of 565-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).

#### **About Wilson Sporting Goods Co.**

Chicago-based Wilson Sporting Goods Co., a subsidiary of Amer Sports Corporation, is a leading global manufacturer of high-performance sports equipment, apparel, bags and accessories. Celebrating over a century in sports, the Company invents, designs and partners to create consumer-driven, best-in-class

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**PR #3 - CIF-SS-WILSON AGREEMENT**

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**About Wilson Sporting Goods** (Cont): products that push sports equipment into new territories. In Football, Wilson is the Official Supplier of Game Footballs for the National Football League® (NFL), the Canadian Football League (CFL), National Collegiate Athletic Association® (NCAA), Pop Warner, American Youth Football, USA Football and 4 High School State Associations in the U.S. In Basketball, Wilson is the Supplier of Game Basketballs for the Women's National Basketball Association® (WNBA), National Collegiate Athletic Association® (NCAA), Basketball Champions League (BCL), National Basketball League (NBL), Basketball Africa League (BAL), FIBA 3x3 World Tour and 36 High School State Associations around the U.S. In Soccer, Wilson is the supplier of match balls for the National Collegiate Athletic Association® (NCAA) and 36 High School State Associations around the U.S.

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