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MEDIA RELEASE

CIF-SS ANNOUNCES RENEWAL OF FORD TITLE PARTNERSHIP

The CIF Southern Section is pleased to announce their continued partnership with the Southern California Ford Dealers Association as their title sponsor commencing with the 2023-24 school year.

The three-year partnership includes all participating CIF-SS high school events appearing on the NFHS Network, 17 linear television football games on Bally Sports West/SoCal three of which will be championship games including the Division 1 final, the Girls Volleyball Division 1 Championship and the Boys and Girls Open Division Basketball Championships, as well as the CIF-SS Academic Awards program each spring.

“For the past 14 years, the Southern California Ford Dealers have been very proud to sponsor the CIF Southern Section and all its High School student-athletes,” said Dan Hay, Chairman of the Ford Dealers Advertising Association of Southern California. “This week, the Southern California Ford Dealers are very excited to announce the continuation of our partnership with CIF-Southern Section and we are looking forward to this new chapter of supporting the High School student-athletes,” added Hay.

The union of the CIF-SS and the Southern California Ford Dealers Association, now in its 14th year, creates an ideal partnership. The CIF-SS represents 565 high schools in Southern California and the Southern California Ford Dealers Association's 80 dealer's touch all communities CIF-SS schools encompass.

“I want to truly thank the Southern California Ford Dealers for their continued support as the Title Sponsor of the CIF Southern Section,” stated CIF-SS Commissioner of Athletics, Mike West. “Their long-standing commitment to our student-athletes, to our entire organization and to education-based athletics is truly appreciated,” added West. “We are very proud to have the name Ford, and the excellence that it represents, in the titling of our championships,” said West. “A special thanks to former CIF-SS Commissioner Rob Wigod who worked tirelessly with our Ford partners to make this renewal a reality.”

TITLING FOR CIF SOUTHERN SECTION PLAYOFF EVENTS

Sponsors of CIF Southern Section Championship events have invested a great amount of effort and funding in the support of high school athletics in our state and section. Please keep in mind that CIF Southern Section Championship events section-wide are CONTRACTUALLY titled the CIF SOUTHERN SECTION-FORD CHAMPIONSHIPS. The CIF Southern Section commends the media outlets within its geographical area that have supported high school athletics for many years. It is hoped these organizations will continue their outstanding contribution to the betterment of our state's high school athletics programs by utilizing the correct titling for CIF Southern Section events at least once whenever possible – in previews, playoff-pairings lists, results, etc. Your continued support is appreciated.

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