

**FOR IMMEDIATE RELEASE**



## **Alberta Schools' Athletic Association Rebrands as School Sport Alberta, Announces Official Partnership with Nike**

**EDMONTON, AB** – The Alberta Schools' Athletic Association (ASAA) is proud to announce a historic rebrand, effective immediately. The organization will now be known as School Sport Alberta, a modern brand that better reflects its core mission and the passion of the student-athletes it serves.

"For almost 70 years, we've been the heart of high school sport in Alberta," says Executive Director, Brad Van Raalte. "Our new identity, School Sport Alberta, captures the energy and excitement of what we do every single day. We are focused on celebrating our student-athletes and fostering a love for the game, and this rebrand signals a vibrant new era for school sport across the province."

To kick off this new chapter, School Sport Alberta is also thrilled to announce a major partnership. Through a collaboration with Skyline Athletics and T. Litzen Sports, the Nike Championship football will become the official high school football in Alberta.

"This is more than a sponsorship; it's a statement about our commitment to excellence," says Chris Kercher of Skyline Athletics. "Partnering with School Sport Alberta and bringing the world-renowned Nike brand to our fields will directly benefit athletes by providing them with the highest quality equipment. We're proud to be expanding our long-standing relationship with football in Alberta and supporting the future of the sport."

This rebrand also coincides with a significant update to the association's classification structure. The organization, which has long operated with four school classifications, will now use five, effective this coming school year:

- 1A: <75 students
- 2A: 75-249 students
- 3A: 250-699 students
- 4A: 700-1399 students
- 5A: 1400+ students

For more information on School Sport Alberta and our programs, visit the new website at [www.schoolsportalberta.ca](http://www.schoolsportalberta.ca) and follow us on our new social media channels.

### **Follow School Sport Alberta:**

- Instagram: @SchoolSportAlberta
- YouTube: @SchoolSportAlberta
- Facebook: /SchoolSportAlberta
- LinkedIn: /company/SchoolSportAlberta

### **About School Sport Alberta**

Established in 1956, School Sport Alberta is a voluntary, non-profit organization that coordinates provincial championship events in 11 sports for Alberta's high school student-athletes. The association involves over 55,000 student-athletes and 10,000 volunteer coaches across 400 high schools, and believes in creating tomorrow's leaders through school sport.



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