



Kentucky High School Athletic Association

2280 Executive Drive ° Lexington, KY 40505 ° www.khsaa.org ° (859)299-5472 (859)293-5999 (fax)

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KHSAA EXTENDS COVERAGE OF CHAMPIONSHIP EVENTS

The Kentucky High School Athletic Association and iHigh.com have announced an agreement that will bring nearly 100 championship event broadcasts to fans all over the world during the 2010-11 and 2011-12 school years.

iHigh.com will produce and distribute content for KHSAA events through its website as well as partnerships with WKYT in Lexington, WBKO in Bowling Green, WYMT in Hazard and several other outlets throughout the state. A total of 26 events will be shown on broadcast, cable and satellite television; while 73 more will be carried online. All of the events, live and archived, will be available for viewing free of charge on the www.khsaa.tv broadband portal.

The ongoing partnership between the KHSAA and iHigh.com showcases the Association's ongoing mission to feature accomplishments and achievements of Kentucky's more than 59,000 student-athletes.

"The additional television and online video coverage is important for Kentucky's schools and student-athletes," said KHSAA Commissioner Julian Tackett. "With the changing media landscape, we believe the time is right to expand our coverage. Through this new arrangement, we are able to provide better coverage than ever before."

Live television broadcasts will include the PNC/KHSAA Boys' State Basketball Tournament finals, Houchens Industries/KHSAA Girls' State Basketball Tournament finals, and the Forcht Bank/KHSAA State Baseball Tournament championship game in June. Delayed broadcasts will include the championship contests of volleyball, soccer, softball and the Commonwealth Gridiron Bowl. All delayed broadcasts will air two hours after the completion of the contest.

Live Internet broadcasts include coverage of the Pannell Swim Shop/KHSAA Swimming and Diving Championships, Wrestling and every game of the PNC Boys' and Houchens Girls' State Basketball Tournaments. The package also includes expanded video highlights of cross country, track and field and golf, starting with this week's Leachman Buick and GMC/KHSAA Boys' and Girls' State Golf Championships at the Bowling Green Country Club.

"Television and Internet coverage bring alive the excitement of KHSAA championships," said Tim Campbell, Chief Executive Officer of iHigh.com. "We are thrilled to make coverage of Kentucky's premier high school events among the most advanced in the country."

--KHSAA --

UPCOMING EVENTS/MEETINGS

October 8-9 Leachman Buick & GMC/KHSAA Boys' State Golf Tournament, Bowling Green Country Club
October 10-16 National High School Activities Week
October 29-30 KHSAA State Volleyball Tournament, Bellarmine University Knights Hall, Louisville



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For any questions or further information about this or any KHSAA release please contact Elden May, Sports Information Director at 859-299-5472 or emay@khsaa.org.

About the Kentucky High School Athletic Association

The Kentucky High School Athletic Association was organized in 1917 and is the agency designated by the Kentucky Department of Education to manage high school athletics in the Commonwealth. The Association is a voluntary nonprofit 501 3(c) organization made up of 278 member schools both public and private. The KHSAA sanctions state championships in 19 sports, licenses and trains over 4,100 officials, provides catastrophic insurance for its member school student athletes as well as overseeing coaching education and medical symposium programs.