



# CALIFORNIA INTERSCHOLASTIC FEDERATION

# STATE MEDIA RELEASE

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## Baden Sports Signs on as Official Soccer Ball of CIF Regional Championships

**SACRAMENTO, CALIF.** – The California Interscholastic Federation (CIF) and Baden Sports announced today the signing of a three-year agreement that names Baden as the official soccer ball of the CIF Regional Soccer Championships through 2021. Additionally, as part of the agreement, several CIF Sections including the Central Coast, Los Angeles City and Oakland Sections will use the Baden soccer ball for their respective Section Championships.

“The CIF Is excited to partner with Baden Sports and welcome them to the CIF family,” stated CIF Executive Director Roger L. Blake. “

“We are honored to offer the Perfection® Thermo ST7 soccer ball as the official soccer ball of CIF,” said Michael Schindler, CEO of Baden Sports, based in Renton, Washington. “Our goal has always been to provide the highest-quality ball at affordable prices for the team. We look forward to supporting the CIF and its players as they chase their dreams, showcase their skills, and compete for championships for years to come.”

### **About Baden Sports**

Baden Sports, an independent, family-owned company with headquarters in Renton, Wash., designs and manufactures high-quality athletic balls for players of all ages, skills, and abilities. Baden’s relentless innovation and commitment to quality has led industry-wide adoption of its technologies and led conferences, programs, and coaches at all levels to choose Baden as their official ball. For more information, visit [www.badensports.com](http://www.badensports.com), or join the conversation on Facebook ([BadenSports](https://www.facebook.com/BadenSports)), Instagram ([badensports](https://www.instagram.com/badensports)), and Twitter ([@BadenSports](https://twitter.com/BadenSports)).

### **About the California Interscholastic Federation**

The California Interscholastic Federation (CIF) was created in 1914 and is the governing body for high school sports in the state of California. CIF is uniquely positioned to foster student growth in values and ethics. CIF’s ideal of “Pursuing Victory with Honor,” provides the opportunity to influence the actions of the athletic community. CIF strives to promote equity, quality, character and academic development. CIF is a nonprofit federation and the state office, located in Sacramento, Calif., represents the interests of its member Sections. The 10 Sections represent geographic regions within the state: Central, Central Coast, Los Angeles City, North Coast, Northern, Oakland, Sac-Joaquin, San Diego, San Francisco and Southern. CIF represents 1,606 public and private member schools and more than 838,000 student-athletes. CIF conducts Regional and State Championships in badminton, cross country, football, volleyball, tennis, wrestling, basketball, soccer, swimming & diving, track & field, golf and water polo. CIF Sections conduct championships in more than 22 sports.

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