



CALIFORNIA INTERSCHOLASTIC FEDERATION

STATE MEDIA RELEASE

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CIF Announces Partnership with Xenith

SACRAMENTO, CALIF. – California Interscholastic Federation (CIF) and football equipment manufacturer Xenith LLC have announced a partnership for the next six years.

“We are excited to welcome Xenith into the CIF and our family of Corporate Champions,” said CIF Executive Director Roger L. Blake. “This partnership will provide CIF member schools with a variety of football specific products at exclusive Xenith/CIF pricing.”

Xenith joins a host of reputable partners dedicated to improving the student-athlete’s experience and development. Xenith will partner with CIF member schools to provide competitive pricing on football helmets, shoulder pads, chin straps and other football accessories such as eyeshields and backplates.

“Xenith is excited to partner with CIF’s long tradition of excellence in athletics as we work to make a positive impact on the lives of high school athletes in California,” said Ryan Sullivan, CEO of Xenith. “Xenith is committed to ensuring that CIF athletes are performing at the highest level.”

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 1,587 public and private member schools and more than 831,000 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.

About Xenith

Xenith was founded on a mission to put athletes first and improve football safety. Our progressive approach to helmet technology disrupted a long-complacent industry for the better – and season after season, we keep raising the bar. Designed for the committed athlete, Xenith products enable the athlete’s pursuit with advanced fit, feel, style, and an innovative approach to safety & technology. Every Xenith helmet achieves top safety ratings, so every athlete takes the field with the confidence to play at their best. Our athlete-centric philosophy doesn’t stop at safety. We design for needs that transcend protection, pushing the boundaries of fit, feel, comfort, durability, performance and style. We stay ahead of the game with a tireless work ethic and nonstop drive to innovate for football’s fast-changing-landscape.