



U.S. Cellular to Sponsor NSAA’s Annual Activities Cup Program Renamed U.S. Cellular® Cup

Lincoln - The Nebraska School Activities Association is pleased to announce that the NSAA All-Activities Award for Nebraska high schools is being renamed the U.S. Cellular Cup. The annual awards program, which began in 2007 to recognize the state’s most successful high school athletic and fine arts programs, is presented to the 12 Nebraska high schools which earn the most points during the school year by participating in NSAA education-based activity programs.

The U.S. Cellular Cup will be presented to the winning schools in the four classes of the All-School Division, Girls Division and Boys Division during special ceremonies the following fall.

“U.S. Cellular is grateful to play a small role in the lives of some of Nebraska’s brightest athletes and students,” said Christine Paulsen, U.S. Cellular’s director of sales for Nebraska. “U.S. Cellular is committed to Nebraska, supporting organizations and events that are important to our customers and their community.”

Dr. Jim Tenopir, executive director of the NSAA, said U.S. Cellular is the perfect partner for the All-Activities Award. “We are pleased that U.S. Cellular is joining our team and supporting high school activities in a significant way,” said Tenopir. “The U.S. Cellular Cup is an award that all of our schools are really beginning to focus on. The NSAA and U.S. Cellular are committed to the educational benefits that activities offer the high school students of Nebraska. We expect this partnership to be beneficial to our member schools and their students for years to come.”

2007-2008 U.S. Cellular Cup Champions

Class A All-School and Boys Divisions

Millard West High School

Class A Girls Division

Omaha Marian High School

Class B All-School and Girls Divisions

Elkhorn High School

Class B Boys Division

Lincoln Pius X High School

Class C All-School and Boys Divisions

Norfolk Catholic High School

Class C Girls Division

Kearney Catholic High School

Class D All-School, Girls and Boys Divisions

Humphrey St. Francis High School

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U.S. Cellular Cup Details & Point System

Each year the NSAA and U.S. Cellular will recognize the most successful activities programs in the state with the U.S. Cellular Cup. U.S. Cellular Cup winners are determined by a point system based on participation in NSAA education-based activities and performance in state championship events within each division and class. Music, which does not have a state-level event, earns points based on participation at the district music contest.

The boys and girls competition in each class features schools earning participation and performance points from their respective activities. In the case of coed schools, the fine arts activity performance points are divided equally among a school's boys and girls U.S. Cellular Cup totals. In the all-school division, schools receive participation points for each of its NSAA registered programs, and earn additional points for placing in NSAA championship events.

U.S. Cellular Information

U.S. Cellular has served Nebraska for five years. The company employs more than 300 associates throughout the state.

The 8,700 associates of U.S. Cellular believe a wireless phone enhances people's lives and a wireless company should be in the business of bringing people together. Based in Chicago, U.S. Cellular is the nation's sixth-largest wireless carrier, serving 6.2 million customers across the country. To learn more about the company, visit one of its retail stores or uscellular.com.