



## NEWS RELEASE

### **NFHS #MyReasonWhy Campaign Begins Second Year of Showcasing Value of High School Activity Programs**

**FOR IMMEDIATE RELEASE**

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INDIANAPOLIS, IN (October 17, 2017) — The National Federation of State High School Associations (NFHS) and the Nebraska School Activities Association are beginning the second year of the #MyReasonWhy campaign, which is designed to showcase the tremendous value that high school sports and activities offer to students.

Through real-life examples, #MyReasonWhy has re-affirmed that high school students involved in education-based activity programs demonstrate a higher level of academic performance and set themselves up for successful careers following high school graduation.

In the #MyReasonWhy campaign, the NFHS, the Nebraska School Activities Association and the other state high school associations are working to ensure that education-based programs are available for years to come. The goal of this national campaign is to demonstrate why participation in high school sports has increased every year for the past 28 years, and why participation in school-based sports and activities provide students the best opportunities for success.

Last year, more than 500 unique stories were submitted via the campaign website from students, coaches and administrators. Additionally, stories were submitted through social media platforms, including Facebook, Twitter, Instagram and YouTube. The #MyReasonWhy campaign has a fresh look this year and is making it even easier for students and others to share why sports and activities are important to them. Using the #MyReasonWhy hashtag and by

visiting the [www.MyReasonWhy.com](http://www.MyReasonWhy.com) website, the NFHS anticipates a surge in stories from students across the country who are eager to share their experiences.

“We are excited to introduce the second year of the #MyReasonWhy campaign,” said Bob Gardner, NFHS executive director. “This campaign has proved to be yet another avenue to spread the message about the values of these programs to young people. We have enjoyed reading the story submissions of why students, parents, coaches, officials and community members are involved in high school activities, and we are pleased to share those stories across the country via the new campaign website.”

“The NSAA is pleased to partner with the NFHS in year two of the #MyReasonWhy campaign,” stated NSAA Executive Director Dr. Jim Tenopir. “To learn more about the program visit <http://myreasonwhy.com/>. Three Nebraska students – Alexis Frank, David Jimenez and Blaike Edeal’s stories are featured on this website. We encourage more Nebraska students, parents, coaches and officials to share their stories on social media using #MyReasonWhy.”

The launch of the #MyReasonWhy campaign also coincides with [National High School Activities Month](#), which was started in 1980 as National High School Activities Week to increase the public’s awareness of the values and needs of interscholastic activity programs. The foundation for National High School Activities Month is like the principles of the #MyReasonWhy campaign, looking to remind students, parents, coaches, officials and others in our communities about the value of education-based activities in their daily lives.

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#### **About the National Federation of State High School Associations (NFHS)**

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high schools and 11 million participants in high school activity programs, including more than 7.9 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school

coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at [www.nfhs.org](http://www.nfhs.org).

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