Dear Athletic Directors, Activities Directors and Staff,

We're excited to announce a campaign to showcase the tremendous value high school sports and activities bring to students. Our campaign, #MyReasonWhy, highlights engaging stories told by students, parents, coaches, officials and community members.

We know that high school sports and activities help students do more than build skill and character development; participation in sports and activities gives students a sense of self and community—and research shows that 92 percent of parents are in agreement that participation in sports and activities leads to healthier lifestyles later in life.

We need your help capturing stories from [INSERT STATE] to share with a nationwide audience by encouraging students, parents, coaches, officials and community members to share their reasons for participating and influential moments—big or small—using the hashtag #MyReasonWhy. We’re also collecting stories at nfhs.org/myreasonwhy to feature on our site and social channels, in advertising and in public displays and high schools across the country.

Watch our campaign video and learn more at nfhs.org/myreasonwhy.

We greatly appreciate your support.

[EMAIL SIGNATURE]