



# CALIFORNIA INTERSCHOLASTIC FEDERATION

# STATE MEDIA RELEASE

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## **CIF Announces Partnership with Smitty Official's Apparel**

*New Partnership to Provide State-of-the-Art, CIF-Branded Uniforms for CIF Game Officials*

**SACRAMENTO, CALIF.** – The California Interscholastic Federation (CIF) and Smitty Official's Apparel, LLC have announced an exclusive partnership providing California high school sports officials access to state-of-the-art, dye sublimated official's uniforms. Made in the USA, these uniforms will all bear the marks of the CIF. Basketball, baseball, wrestling, football and volleyball uniforms are currently available, with additional sports to be released in the coming months.

The partnership kicked off at the December 2017 CIF State Football Championships, with officials working the five CIF State Championship Football Games played at Sacramento State wearing the new Smitty Officials Apparel CIF uniforms.

As part of the partnership, Smitty Official's Apparel will also be supporting the CIF's new *California High School Officials of the Year* program, designed to recognize the outstanding individuals officiating at CIF-sanctioned education-based sporting events in California.

"The new Smitty CIF-branded official's uniforms and awards program are part of the CIF's ongoing efforts to engage and support the education-base athletics officiating community," said CIF Executive Director Roger L. Blake.

"I am very excited about the opportunity to be the CIF's official apparel and accessories corporate partner," said Joe DeRosa, president and chief executive officer of Smitty Official's Apparel. "Our goal is to support CIF officiating programs and provide quality products at affordable prices to CIF sports officials throughout the entire state. We look forward to our long-term partnership."

### **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 Smitty Official's Apparel, LLC.**

From a company that has grown from two products (Smitty and Moose Lanyards) to a national manufacturing leader of sports officials' apparel with almost 2,000 products in various styles and sizes, Smitty's end goal has been to provide quality products and services at an affordable price for dealers and sports officials. Its recent addition of dye sublimated shirts with more than 60 styles – all manufactured in the United States – for various sports associations confirms its commitment to meeting the needs of officials.

For more information, visit the specific page links below or send an inquiry to [orders@smittyapparel.com](mailto:orders@smittyapparel.com).

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