



CALIFORNIA INTERSCHOLASTIC FEDERATION

STATE MEDIA RELEASE

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CIF Announces Partnership with Athlink, Inc.

New Partnership to Help High School Athletic Departments with Player Conditioning and Return to Play Risk Management.

SACRAMENTO, CALIF. – California Interscholastic Federation (CIF) and Athlink, Inc. have announced a formal partnership providing high school athletic departments access to tools to help manage player conditioning/training and automate the communication between all parties during return to play management of those injured.

“Student-athlete conditioning and effective communication, especially during a player’s injury, is critical to the health of the athlete,” said CIF Executive Director Roger L. Blake. “Athlink shares a common goal with CIF in their commitment to protect the health of student-athletes and we are excited to welcome them into the CIF family.”

“The partnership with CIF represents a critical milestone in our efforts to provide athletic departments with the tools they need for coach education, player conditioning, and return to play risk management. While Injury protocols are front and center in high school athletics today, risk management around communication between all parties during the steps to return to play are often overlooked. We fill that gap in a powerfully way and look forward to working with CIF to improve the safety of the players, coaches, schools and districts”, said R. Scott Nichols, President of Athlink Inc.

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 Athlink, Inc.

Athlink provides software designed with the athlete in mind and built to improve the way coaches, athletic trainers, personal trainers, physical therapists, doctors, and parents interact to help them achieve their goals while providing comprehensive risk management to all parties. When a player is injured, Athlink’s risk management tools help athletic department staff manage recovery and return to play procedures that are documented and available for easy retrieval if needed. Using a single iOS or Android app and a centralized web portal, the athlete can receive workout and rehabilitation assignments from coaching or rehabilitation resources, anytime, anywhere. Athlink stores workout assignments, histories, and skill measurements that travels with players as they transition from team-to-team or coach-to-coach and allows their “Athlink Profile” to be built in real time, quickly and easily.

For more information, go to www.athlink.net or send an information request to support@athlink.net.