Dear Parents & Students,

We’re excited to announce a storytelling campaign called #MyReasonWhy that is all about high school students who participate in sports and activities at their schools. We want to know your story and the role high school sports and activities have played in your life or your child’s life.

We know that 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 they lead to healthier lifestyles later in life.

To help bring #MyReasonWhy to life, we need your help highlighting real stories of students, parents, coaches, officials and community members. It can be as simple as snapping a photo or video on your smartphone or sharing an influential moment using the hashtag #MyReasonWhy on Twitter, Facebook or Instagram. You can also tell your story at nfhs.org/myreasonwhy and potentially be featured 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 look forward to hearing your stories!

[EMAIL SIGNATURE]