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PRESS RELEASE

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PIAA Announces the Start of its 100th Year Logo Contest

The Pennsylvania Interscholastic Athletic Association (PIAA) will celebrate its 100th year in the upcoming 2013-14 school year with an anniversary date of December 29, 1913. As part of this celebration, PIAA will host a logo contest for students 13 years of age and older in grades of 7-12 to win \$3500.00 in cash prizes.

The logo contest is open to all students in grades seven through twelve during the 2013-14 academic year attending a PIAA member school in the Commonwealth of Pennsylvania. The grand prize winner will also receive an Apple iPad, recognition at a PIAA event, and the use of their winning design throughout the anniversary year. More details on the contest can be found at www.PIAALogocontest.org.

PIAA has partnered with Fresh Creative, an advertising, marketing and creative agency in Lebanon, PA, to promote the organization's 100th anniversary through a logo design contest for students. This contest developed by Fresh Creative as a unique way to spark student involvement and excitement for the milestone anniversary. The agency was charged with creating all materials for the contest including advertising, promotional materials and creative for the contest website.

"We're excited about partnering with PIAA to promote their 100th year anniversary while also helping the PIAA to create an opportunity for students to explore their artistic and marketing abilities in addition to athletics," said Dinny Kinloch, owner of Fresh Creative.

ABOUT PIAA: Beginning in Pittsburgh, on December 29, 1913, PIAA was given the privilege of serving its member schools and registered officials by establishing policies and adopting contest rules that emphasize the educational values of interscholastic athletics, promote safe and sportsmanlike competition and provide uniform standards for all interscholastic levels of competition.