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Pennsylvania Interscholastic Athletic Association, Inc.
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Big Ten Plus Becomes Official Corporate Partner of PIAA

The partnership continues through September 2026

Mechanicsburg, PA – The Pennsylvania Interscholastic Athletic Association, Inc. (PIAA) has signed a corporate partnership agreement with Big Ten Plus through September. Through this partnership, B1G+ will provide discounted access to its subscription service for member schools coaches, athletic directors and fans. In addition, B1G+ will also aid in PIAA's officials' recruitment efforts by promoting opportunities through various electronic newsletters sent to its Pennsylvania database throughout the year.

"The PIAA is excited to begin this partnership and offer discounted viewing access to one of the nation's premiere collegiate athletic conferences for our athletic directors, coaches and fans," said Mark Byers, PIAA Executive Director.

As part of the sponsorship, the PIAA will promote B1G+ initiatives at specific state championships with digital and printed signage, commercial spots and on-site promotions.

"We are very excited for the opportunity to work with an organization as respected as the PIAA throughout the year and at championship events," said Jeff Karasinski, Director of Customer Relationships Management. "This partnership allows us to support an association where past and present Big Ten student-athletes have played and prospered in, while also giving PIAA members the opportunity to watch the next level of competition on B1G+."

About Big Ten Plus

B1G+ is the Big Ten Network's subscription service for 2,700 more events, including 80 wrestling duals, archives of classic games and original content. Fans can subscribe to B1G+ with an annual pass for \$89.99 per year or a monthly pass for \$12.99 per month.

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.

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