



MASSACHUSETTS INTERSCHOLASTIC
ATHLETIC ASSOCIATION



PRESS RELEASE - 9/15/20

FRANKLIN, Mass. – The Massachusetts Interscholastic Athletic Association (MIAA) is proud to announce a partnership with Choose To Be Nice (CTBN) as the Official Kindness Partner of the MIAA. This first-of-its kind partnership amplifies the message that sports and kindness are intricately connected, both on and off the field.



“Choose To Be Nice’s message of kindness lines up perfectly with the MIAA’s values.” said Bill Gaine, Executive Director of MIAA. “Spreading kindness is a choice all of our stakeholders – student athletes, coaches, school administrators and more – can agree on. We are excited about helping to bring the message of kindness to the MIAA community.”

Choose To Be Nice offers a wide array of tools and programs to help schools, companies and organizations build and sustain a lasting culture of kindness. The MIAA/CTBN partnership will put the issue of kindness front and center on and off the playing field and come to life through a number of creative initiatives.

“We’re over the moon to be working with MIAA to help bring a very simple, but powerful message of choice and kindness to the entire MIAA community of student athletes, coaches, administrators and families” said Dina Creiger, Founder of Choose To Be Nice. “We look forward to working with MIAA to infuse a lasting culture of kindness throughout the MIAA community and to help make a meaningful impact on and off the playing field.”

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About Choose To Be Nice: Headquartered in Needham, MA, Choose To Be Nice is a social enterprise dedicated to building communities where kindness, empathy, inclusion, and appreciation for others prevail and where people thrive through meaningful connections with others at home, in school, at work and in our communities. They offer social and emotional learning (SEL) programs for schools, companies and organizations and apparel and merchandise all sporting the Choose To Be Nice message. For more information, please visit www.choosetobenice.com.

About the MIAA: The Massachusetts Interscholastic Athletic Association serves in-state member schools and their students by providing leadership and support for interscholastic athletics programs in order to enrich the educational experience for all participants. The organization seeks to help students learn values associated with sports participation, such as discipline, performing under stress, teamwork, confidence, and leadership through participation in athletic pursuits as “the other half of education.”

EDUCATIONAL ATHLETICS



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