



FOR IMMEDIATE RELEASE

### **MIAA Signs Multi-Year Partnership with the Power Ad Company**

FRANKLIN, MA (AUGUST 05, 2020)—The Massachusetts Interscholastic Athletic Association (MIAA) has signed a multi-year partnership with the Power Ad Company to become the Official School Solutions Partner of the MIAA. The comprehensive partnership will include an integrated marketing presence throughout the year, enabling the Power Ad Company to connect with and support MIAA member schools.

“The MIAA is honored to partner with the Power Ad Company, a leading provider of solutions to schools throughout the country,” said MIAA Executive Director Bill Gaine. “I believe our member schools across the state will find value in the products that The Power Ad Company offers. In particular, their antimicrobial products providing 90-day protection from COVID-19 should be a great benefit, as schools plan for reopening.”

The Power Ad Company has been helping high schools throughout America since 1996. Based in Franklin, Ohio, the company provides a variety of solutions for schools, including:

- BioShield®75 Antimicrobial Protection and One & Done Facemasks™
- Athletic Department Sponsorship Fundraising Programs including NFHS Network sponsorship sales
- Scoreboards, Scoretables, Video Screens & More

“The Power Ad Company is excited to partner with the MIAA,” said Jennifer Westerfield, Owner and Senior Vice President of the Power Ad Company. “We are looking forward to helping schools reopen in a way that will not only go the extra mile to protect their students and staff, but will also save the school districts a lot of money by using a product (BioShield®75) that will kill microbes up to 90 days in a single application.”

For additional information about the Power Ad Company, please contact:

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