



## Supporting Learners & Leaders

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### **For Immediate Release**

**December 8, 2020**

**RE: Scorebook Live Signs Partnership with VPA**

FOR IMMEDIATE RELEASE

MONTPELIER, VT (December 10, 2020)— The Vermont Principals' Association (VPA) is proud to announce that Scorebook Live Inc. (SBLive Sports) is the newest official partner of the VPA. As the VPA's chosen digital content partner, SBLive Sports will provide the official platform for all VPA scores, schedules, statistics, tournament brackets, live scoring and more beginning in the Winter of 2021.

"We are so pleased with all of the work that SBLive has put into our association," said Executive Director of the VPA Jay Nichols. "Once our administrators, coaches and fans start to dig in—we're confident that they'll find engaging content with stats, play-by-play, and game recaps right at their fingertips."

"The entire SBLive team is looking forward to working with the VPA and its member schools to create great high school sports content in Vermont for many years to come," said Dan Beach, CEO of SBLive.

The comprehensive partnership with SBLive includes an integrated marketing presence throughout the year, enabling SBLive opportunities to connect with and support VPA member schools. The VPA provides guidance for sports and activities for 75 member high schools. Founded as a non-profit organization, the VPA currently offers 28 sanctioned sports and activities and serves as the primary professional development organization for Vermont principals.

#### **About SBLive Sports:**

SBLive Sports is a sports media and technology company that serves the high school sports market with innovative software products and media services. State Associations, athletic administrators and coaches are provided with a suite of products that allow them to manage tournaments, teams and leagues as well as live score games in order to engage today's sports fans in a manner that they have come to expect from professional and collegiate sports organizations and media companies. SBLive Sports is the official digital content partner of the California Interscholastic Federation, Mississippi High School Activities Association, and the Arkansas Activities Association. For more information visit us at [www.scorebooklive.com](http://www.scorebooklive.com).

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