



Supporting Learners & Leaders

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For Immediate Release

September 25, 2020

RE: Gipper Signs Partnership with VPA



FOR IMMEDIATE RELEASE

MONTPELIER, VT (September 25, 2020)— Gipper Media, Inc. (Gipper) has signed a partnership with the Vermont Principals' Association (VPA) to become the Official Graphics Solution of the VPA. The comprehensive partnership will include an integrated marketing presence throughout the year, enabling Gipper to connect with and support VPA member schools. The partnership will also provide member schools with a discount on any Gipper purchase, via Gipper's *2020-21 Partner Special*.

"We will use Gipper's platform to enhance the look of our association's social media presence," said Jay Nichols, Executive Director of the VPA. "More importantly, we are excited to partner with Gipper so that their experts can help our member schools save time and effort, while boosting the look and feel of their social content for their individual schools, programs and teams."

In a moment in history when schools' digital communication has never been so important, Gipper provides a critical tool for athletic departments to better communicate and engage with their stakeholders. The easy to use platform enables high school athletic departments to create professional sports graphics for social media - in seconds, on any device, and without needing any design experience. Users can access a range of ready-made templates that they can customize and share directly to social media in just a few clicks.

"We are excited to partner with the VPA and to support their member schools," said Matthew Glick, Founder & CEO of Gipper. "Our platform is built for limited resourced departments. High school athletic departments have so many teams and student-athletes to cover but lack the resources to do so effectively. Gipper allows athletic administrators to save time, while creating professional graphics to better grow their brand, engage stakeholders, and drive revenue. As the leading graphics solution platform in the K-12 industry, this was a no-brainer partnership."

About Gipper:

Gipper is the leading graphics solution platform in the K-12 industry, enabling schools to create professional graphics for social media - in seconds, on any device, and without needing any design experience. Serving school communications professionals, athletic administrators, and principals - Gipper empowers anyone at a school to create effective and compelling content for social media in just a few clicks. With access to a wide range of ready-made templates and seamless social media sharing, schools can create and share more content than ever, all while spending less time and money. In doing so, schools can better grow their brand, improve stakeholder communication, and create additional revenue opportunities.

For athletic needs, try Gipper for free at: gogipper.com/athletics

For general school needs, try Gipper for free at: gogipper.com

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