



NEW HAMPSHIRE INTERSCHOLASTIC ATHLETIC ASSOCIATION

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## Press Release re: NHIAA 6th Annual Hoops For Hunger Program

### FOR IMMEDIATE RELEASE

**January 9, 2014**

Once again this winter, the NHIAA's "**Hoops for Hunger**" program will return to local high schools. This year, in addition to cash donations collected at basketball games at participating high schools throughout the basketball season, schools can participate in coordinating food donations. WMUR and the NH Food Bank will partner with the NHIAA schools on this project. The NHIAA participating schools will serve as collection sites for both food and cash donations at all varsity basketball games from January 17<sup>th</sup> – January 25<sup>th</sup>.

Any NHIAA member school interested in participating should contact Diane Jobin at the NHIAA: [djobin@nhiaa.org](mailto:djobin@nhiaa.org).

The Hoops for Hunger program was created to challenge all NHIAA member schools to compete to raise money to benefit food pantries within each school's community. This year the program has expanded to include a food drive.

Over the past 5 years, over \$44,800 has been raised for local food pantries through the Hoops for Hunger Program.

Initiated by NHIAA Basketball Chair, Bruce Labs, Superintendent of Schools for SAU #23 and the members of the NHIAA Basketball Committee, this program was seen as a way for the high school based athletic programs to give back to their communities and the state in these difficult times.

The NHIAA and its member schools are proud of the support that they have received from their enthusiastic fans in giving back to their community.

### **Contact:**

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The New Hampshire Interscholastic Athletic Association is a private not for profit organization that has served as the leader of high school athletics for its member schools in New Hampshire since 1947. The Mission of the NHIAA is to ensure fair play in competition and equal opportunity in interscholastic athletics. Located in Concord, N.H. the NHIAA joins 49 other state associations and the District of Columbia in statewide oversight of high school interscholastic athletics. The NHIAA follows the rules and regulations of the National Federation of High School State Associations based in Indianapolis, IN.