

NATIONAL FEDERATION OF STATE  
HIGH SCHOOL ASSOCIATIONS



NEWS RELEASE

**Bison, Inc., Announced as NFHS Corporate Partner for  
Basketball**

**FOR IMMEDIATE RELEASE**

Contact: Mark Koski

INDIANAPOLIS, IN (November 22, 2017) — **Bison, Inc.**, one of the industry’s top suppliers of basketball equipment for more than 30 years, is a new corporate partner of the National Federation of State High School Associations (NFHS).

As a part of the three-year agreement, **Bison** will be the exclusive NFHS partner for the sport of basketball. While **Bison** is a new NFHS corporate partner, the company has a previous relationship with the NFHS. In the mid 1990s, **Bison** was a part of the NFHS product licensing program through which the NFHS endorsed products for use in the high school marketplace.

“With the NFHS being the foremost authority for high school sports and other programs, we’re thrilled to be partnering with them again. We anticipate working closely with the NFHS to make the student’s overall athletic experience safer and more enjoyable in any way possible,” said **Bison’s** National Sales Manager Chris Livingston.

**Bison** has satisfied the unique sports equipment needs of athletic directors, coaches, facility administrators and equipment managers since 1985 by providing safe, durable, innovative and on-time products. **Bison’s** innovative basketball products include ceiling- and wall-suspended basketball systems, breakaway goals, backboards, wall padding, DuraSkin backboard padding and outdoor basketball systems.

In the years since becoming known for its quality basketball equipment, **Bison** padded its lineup with the addition of volleyball equipment, as well as goals for soccer, football and other sports.

“The NFHS is thrilled to welcome **Bison** as its exclusive corporate basketball partner,” said Bob Gardner, NFHS executive director. “**Bison** has an extensive history with high schools throughout the country and has a reputation for its outstanding products. We look forward to working with **Bison** in the years ahead.”

“**Bison** is pleased to associate with such a nationally respected organization,” said Nick Cusick, **Bison, Inc.**, president. “High school activities, including sports, are important aspects of our educational system, and we look forward to a long and mutually beneficial partnership.”

As the NFHS partner for the sport of basketball, **Bison** will receive coverage in the sport’s rules book, rules poster and PowerPoint, and will have an exhibit booth at the annual National Athletic Directors Conference in December.

For more information on **Bison**, visit the website at [www.bisoninc.com](http://www.bisoninc.com).

*This press release was written by Cody Porter, a graphic arts/communications assistant in the NFHS Publications/Communications Department.*

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#### **About the National Federation of State High School Associations (NFHS)**

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high schools and 11 million participants in high school activity programs, including more than 7.9 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at [www.nfhs.org](http://www.nfhs.org).

### **About Bison, Inc.**

Since 1985, athletic directors, coaches, facility administrators, and equipment managers have relied on the good sports at Bison to provide safe, durable, innovative and on-time products to fit their unique sports equipment needs. And, homeowners can rest assured that Bison's leadership in institutional-quality equipment translates to providing the best equipment available for families as they grow and change. Initially known in the industry as a basketball equipment supplier, Bison has added a full line of volleyball equipment to its product lineup as well as goals for soccer, football, and many more sports, largely at the request of our loyal dealers nationwide. Whatever sport your heart desires, Bison strives to have A GOAL FOR EVERY GAME. Centrally located in Lincoln, Nebraska, Bison's manufacturing and warehouse facility covers over 100,000 square feet. Most orders are shipped from available inventory as the warehouse is stocked with the products you need when you need them. In an era where a high percentage of sporting goods equipment is manufactured "offshore," Bison continues to offer competitively-priced superior-quality safety-minded equipment that provides jobs to over 100 hardworking Americans. For details on the company, visit [www.bisoninc.com](http://www.bisoninc.com).

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