



February 2, 2021

## MILESPLIT AND LHSAA ANNOUNCE PARTNERSHIP

**Baton Rouge, Louisiana** -- The Louisiana High School Athletic Association announces partnership with MileSplit, a part of the FloSports network. MileSplit is now the official online registration platform of the LHSAA for all postseason Track & Field and Cross-Country events. Louisiana high school cross country and track & field coaches, athletes, parents, and fans will have access to the most accurate and extensive collection of meet results, performance lists, athlete rankings, and content through the MileSplit database.

"LHSAA Track & Field and Cross-Country is proud to announce our new partnership with MileSplit for all post-season athlete registration and results," said Adam MacDowell, LHSAA Assistant Executive Director. "Having all our membership schools' district, regional, and state meets on one platform will allow our fans, spectators, and parents to have a one-stop-shop for all results and related content to help improve the visibility of the athletes and also promote the sport. We are excited about this new platform and the content that it will provide to highlight the athletes in the great state of Louisiana!"

Since its founding in 2001, MileSplit has been the definitive website for scholastic track & field registration, results and meet coverage in the United States. The MileSplit database contains more than 95 million individual athlete performances, making it the most comprehensive in the nation.

"We are excited to partner with the LHSAA in support of its high school athletes," MileSplit Vice President Editorial, Joe Battaglia said. "By leveraging our technology and sport expertise, we will continue to streamline meet registration, data management, and continue to grow the sport through our coverage. Everyone on our team exudes passion for cross country and track and field and, together with the LHSAA, we can't wait to grow the sport further in Louisiana."

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### **ABOUT FLOSPORTS**

Founded in 2006, FloSports is a venture-backed OTT subscription video streaming service dedicated to sports, offering live and on-demand access to tens of thousands of competitions across 20+ sports in the US and abroad. FloSports offers a growing library of more than 2,000 hours of premium content and owns exclusive broadcast rights to 4,000+ premier events, with over 1M hours, live-streamed since inception. The company has more than 250 employees and is based in Austin, TX.

### **ABOUT LHSAA**

Founded in 1920 by a group of high school principals aimed at regulating interscholastic sports, today the Louisiana High School Athletic Association represents its member schools by recognizing and promoting academics, the safety of participants, competition, sportsmanship, and life-long values as the foundation of Louisiana athletics. The LHSAA is a non-profit organization with the mission to direct and regulate the interscholastic athletics of our member schools while promoting fair and equitable competition that is in the best interest of the student-athlete. Learn more about LHSAA at [lhsaa.org](https://lhsaa.org)