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### UHSAA announces Mountain America as new title sponsor

#### *For Immediate Release*

**MIDVALE, Utah (August 6, 2018)** – The Utah High School Activities Association is proud to announce that Mountain America Credit Union has agreed to become the Association’s title sponsor.

The multi-year agreement will grant the Utah-based credit union title sponsorship of the Association’s sports and activities, aligning the UHSAA with a respected, local brand. As part of the agreement, the UHSAA will provide Mountain America with visibility through UHSAA events and publications and will partner with them to provide financial literacy education for UHSAA participants. Mountain America will provide fan-engagement opportunities at UHSAA postseason events and will help promote the Association’s educational mission.

“The UHSAA has found all that it desired in a title sponsor with Mountain America Credit Union,” said Rob Cuff, executive director of the UHSAA. “Mountain America is a respected Utah brand, one that is built on community service and improving the financial disposition of Utah families. We are thrilled to partner with another organization that believes in the UHSAA and its mission of improving the state of Utah through education-based sports and activities.”

Similarly, Mountain America Credit Union desires to support Utah students in their pursuit of sports and the arts while guiding them forward by laying a foundation of financial literacy. “Mountain America is honored to partner with UHSAA to enrich our local communities,” says Sharon Cook, chief marketing officer of Mountain America Credit Union. “UHSAA programs allow students to learn lifelong lessons and develop the teamwork skills and discipline they need to succeed in the future.”

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#### **About the Utah High School Activities Association**

The UHSAA is the leadership organization for high school athletic and fine arts activities in Utah. Since 1927, the UHSAA has led the development of education-based interscholastic athletic and fine arts activities that help students succeed in their lives. The belief is these activities are an essential part of the high school experience and go a long way to improving academic performance and producing better citizens. The UHSAA reaches 150 member schools and nearly 100,000 participants in high school activity programs. The organization sanctions 10 girls’ sports and 10 boys’ sports and music, theatre/drama and speech/debate in six different classifications.

#### **About Mountain America Credit Union**

With more than 760,000 members and \$7.5 billion in assets, Mountain America Credit Union assists members on the right path to help them identify and achieve their financial dreams. Mountain America provides consumers and businesses with a variety of convenient, flexible products and services, as well as sound, timely advice. Members enjoy access to secure, cutting-edge mobile banking technology, over 90 branches across five states, thousands of shared-branching locations nationwide and more than 50,000 surcharge-free ATMs. Mountain America—safely guiding you forward along your financial journey. Learn more at [macu.com](http://macu.com).