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TO: Athletic Director & Athletic Administrator
Coaches
Sports Editor / Director & Prep Reporter
Family, Friends and Fans of the NIAA

FR: Donnie Nelson, Assistant Director (2 pages)

LIFETOUCH IS NIAA'S OFFICIAL PHOTOGRAPHER, PRESENTING SPONSOR FOR TOP 10 AWARD BANQUETS

The Nevada Interscholastic Activities Association (NIAA), the non-profit governing body of high school athletics in the Silver State, and Lifetouch National School Studios, Inc., the largest employee-owned photography company in the country, are continuing as partners. Lifetouch signed on to become the presenting sponsor of the NIAA's Top 10 Student-Athletes of the Year banquets in 2002.

"The Top 10 banquets are unquestionably the most positive events we do each year," said Dr. Jerry Hughes, Executive Director of the NIAA. "We are very thankful for Lifetouch's support of this first-class awards program. The 20 student-athletes we honor annually through this program are simply amazing."

Lifetouch is also the "official photographer of the NIAA".

Lifetouch, which is also the official photographer of the California Interscholastic Federation, is No. 1 when it comes to school and sports, individual and team photography around the nation. Its staff understands and appreciates the value of interscholastic activities in the lives of our student-athletes. Accordingly, the NIAA-Lifetouch partnership demonstrates the company's commitment to the student-athletes and schools of the Silver State.

"The Top 10 is a first-class program from the NIAA that Lifetouch is proud to be associated with," said Alex Hames, the Northern Nevada Territory Manager for Lifetouch. "Lifetouch is committed to capturing the memories of and to supporting and promoting athletic championship events in Nevada. Being involved with the NIAA, which is also committed to excellence and creating champions, is a perfect partnership. Lifetouch is honored to be a part of promoting, recognizing and awarding the top student-athletes in the state."

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The NIAA and Lifetouch are excited to have developed a partnership to produce the Top 10 Student-Athletes of the Year banquets. Lifetouch's sports photography division is the perfect fit for the athletes, coaches and families involved with NIAA-sanctioned activities. Lifetouch offers the best sports photography products available anywhere. It also provides support to the schools, serving the needs of the yearbook staff, booster clubs and athletic director.

"This partnership is special because the Top 10 banquets recognize more than just success at the athletic venue," said Donnie Nelson, Assistant Director of the NIAA. "In school, you are a student first and then an athlete. In life, being a contributing member to your community and being a good citizen are very important traits. The Top 10 banquets recognize all of that."

The awards program is called the "NIAA Top 10 Student-Athletes of the Year in (Northern/Southern) Nevada, presented by Lifetouch Photography". The program honors 10 student-athletes at the conclusion of each school year in both areas of the state based on how students performed in the classroom, at the athletic venue and in the community. Typically, a Top 10 Student-Athlete has a 4.0 GPA, earned six varsity letters, been involved with student government or some other extra-curricular activity and done several hours of community service work.

"It's the best of both worlds," Hames said. "Because we are employee-owned, our corporate office, production facilities and territory offices each have a vested interest in providing the best possible products and services. We have the support, production and technology of a national company, but we offer and service our products locally."

The Top 10 banquets were on the chopping block for the NIAA Board of Control meeting because of the NIAA's financial difficulties two years ago. Lifetouch's sponsorship saved the program for at least three years. The program will now feature an improved commemorative / souvenir program and portraits of all the winning individuals.

The NIAA encourages schools to consider Lifetouch, the Official Photographer of the NIAA, when making plans for individual and team sports photos.

For more information about the NIAA-Lifetouch partnership, Lifetouch Photography or the Top 10 Student-Athletes of the Year awards program, please contact Donnie Nelson at (775) 688-6464 or Alex Hames, Northern Nevada Territory Manager for Lifetouch, at (775) 851-0444.

ABOUT LIFETOUCH:

A recognized leader in school, sports and special event photography, Lifetouch has been capturing the memories of millions of families and individuals for nearly 70 years. Lifetouch is a unique employee-owned company, complete with its own regional processing labs, more than 250 "local" territory offices across the country and a corporate office in Minneapolis. Lifetouch has two territory offices in Nevada – one based in Reno (which covers all of Northern Nevada) and one in Las Vegas (which covers all of Southern Nevada).