



SUNSHINE STATE ATHLETIC CONFERENCE

PRESS RELEASE

FOR IMMEDIATE RELEASE

Sunshine State Athletic Conference Transforms into Sunshine State Athletic Association, Expanding its Reach and Services

Valrico, FL- August 14, 2023 - The Sunshine State Athletic Conference (SSAC), a leading high school athletic organization, is thrilled to announce its transformation into the Sunshine State Athletic Association (SSAA). This rebranding initiative reflects the organization's remarkable growth and commitment to providing a comprehensive range of services to its members. Since its inception in 2008 as a single sport organization, the Sunshine State Athletic Association, formerly known as the Sunshine State Athletic Conference, has experienced phenomenal growth and expansion. What started as a handful of football teams has now evolved into a full-service athletic association, offering a diverse array of sports to over 120 member schools across Florida.

The Sunshine State Athletic Association now proudly oversees Varsity Football (11-man & 8-man), Boys and Girls Varsity Basketball, Girls Beach Volleyball, Boys and Girls Varsity Soccer, Boys and Girls Golf, Cross Country, Baseball, Softball, and Track (2024). This extensive lineup of sports ensures that student-athletes from member schools have ample opportunities to experience positive and fulfilling athletic experiences.

"Our name change to the Sunshine State Athletic Association stems from our desire to better align our name with our organization's core values and services," said Stuart Weiss, President of the Sunshine State Athletic Association. "While the SSAC served us well, we believe that the term 'association' more accurately represents our commitment to being a full-service athletic organization that promotes good sportsmanship, fair play, and the opportunity for success for all our members and student-athletes."

Despite its remarkable growth, the Sunshine State Athletic Association remains dedicated to providing exceptional experiences, fostering quality competition, and maintaining unrivaled parity among its member schools. The organization prides itself on delivering personalized customer service and assistance to ensure that each member school receives the support it needs to thrive.

As the Sunshine State Athletic Association continues to evolve, it remains steadfast in its mission to promote good sportsmanship, maintain high standards, and create a level playing field for all participants. The organization looks forward to the future with great enthusiasm, confident that its expansion will further enhance the athletic experiences of its members.

For more information about the Sunshine State Athletic Association and its services, please visit www.sunshinestateathletics.com or contact Mark Marsala at mark.marsala@sunshinestateathletics.com



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About Sunshine State Athletic Conference:

The Sunshine State Athletic Association – formed in 2008 as an alternative for Florida high school sports programs. The Association has grown into a multiple sport athletic organization made up of private, public and charter schools located throughout Florida. SSAA’s focus is to promote good sportsmanship and fair play, and student-athlete safety. The goal of the Association is to provide members with a safe, equitable, and enjoyable athletic experience. Additional information on the SSAA can be found at: www.sunshinestateathletics.com.

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