



SUNSHINE STATE ATHLETIC ASSOCIATION

PRESS RELEASE

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Sunshine State Athletic Association Hires Annika Uhren as Sports Media and Administrative Specialist

Valrico, Florida, July 30, 2024- The Sunshine State Athletic Association welcomes Annika Uhren as the new Sports Media and Administrative Specialist. Annika brings experience in media management and administrative skills to the SSAA through her years of working in digital marketing at local business in West Palm Beach, Florida. She will officially begin her role on July 29, 2024.

“I am excited to be a part of the SSAA team,” said Annika. “I look forward to celebrating the achievements of our schools and athletes and enhancing the association’s digital accessibility.”

The SSAA initiated the search for a sports media and administrative specialist to expand their online communication platforms and improve information accessibility. The position is a new addition to the SSAA team, reflecting the association’s commitment to modernization and growth. “We are thrilled to have Annika on staff at the SSAA,” said Stuart Weiss, President of the SSAA. “Her skills and talents will provide our association with a much-needed platform to showcase the incredible member schools and student-athletes we represent.”

Annika Uhren is actively pursuing a degree Marketing and Digital Design from Florida State University. In addition to being an avid Seminoles fan, Annika enjoys attending country music concerts and rooting for the Dallas Cowboys. She first became acquainted with the SSAA during her upbringing in West Palm Beach, where she developed a connection to the association through seven years of competitive sports at an SSAA member school.

About Sunshine State Athletic Association:

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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