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**For the Third Year in a Row Price Chopper Sponsors the High School Lacrosse Championships to Assist High School Athletics in Section III (Syracuse)**

**Syracuse, NY – May 16, 2014** – Price Chopper in cooperation with School Sports Media™, a leader in sponsored school sports marketing, announced today that it has agreed for the **3<sup>rd</sup> year in a row** to sponsor the Section III Boys & Girls Lacrosse finals in Syracuse, NY.

“Price Chopper is excited to once again sponsor and support high school varsity competition in one of the fastest growing sports in the world. We look forward to some exciting play as the teams enter the Section 3 championship season,” said Pam Cerrone, Manager of Community Relations.

As the governing body of 23,000 student athletes and 109 school districts in Central NY, Section III Athletics is charged with support and interpretation of the rules, regulations along with the constant improvement of programs and opportunities for all schools. Section III Athletics is the largest region affiliated with the NYSPHSAA.

According to John Rathbun Executive Director of Section III “The fiscal realities of the budget cuts are affecting fundamental after school activities everywhere so sections across the state have to be more creative. We are thrilled with having Price Chopper back as a partner with our 2014 Boys & Girls Lacrosse Championship. Their commitment will help make up some of the budget gaps we as a section face in keeping our championships in place.

**About Price Chopper**

Based in Schenectady, NY, the Golub Corporation owns and operates 133 Price Chopper grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The family-owned company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub employs more than 22,000 associates who collectively own 52% of the company's privately held stock.

For more information on the Golub Corporation and Price Chopper stores, visit [www.pricechopper.com](http://www.pricechopper.com).

**About Section III Athletics**

The mission of Section III Athletics is to provide a governing body, which shall organize and administer the interscholastic athletic program for member schools of Section III of the NYSPHSAA.