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## **Price Chopper Announces 2<sup>nd</sup> Year in a Row High School Lacrosse Sponsorship Initiative to Assist High School Athletics in Section III (Syracuse)**

**Syracuse, NY -- May 16, 2013** – Price Chopper in cooperation with School Sports Media™, a leader in sponsored school sports marketing, announced today that it has agreed for the 2<sup>nd</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 the Section 3 Finals of the historic and richly cultural game of lacrosse. We look forward to some exciting play as the teams enter the section championship season,” said Pam Cerrone, Manager of Community Relations.

According to the National Federation of State High School Associations, the number of high school students taking part in athletics continues to increase. In all, nearly 7,668,000 students participated in high school sports during the 2010-11 school year, an increase of almost 40,000 over 2009-10. School sports and interscholastic activities provide an opportunity for children to participate in meaningful team experiences. Participation is often an indicator of drop-out rates and of success in college. A recent *USA Today* survey found that 95% of the Fortune 500 Companies CEO’s participated in extracurricular activities.

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 as a partner with our 2013 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 130 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).

For further information, contact Mona Golub, Vice President of Public Relations and Consumer Services at (518) 379-1480 or visit us at [www.pricechopper.com](http://www.pricechopper.com).

### **About School Sports Media™**

School Sports Media™ a leader in school sports marketing that offers first of its kind platform of delivering turnkey sponsorship opportunities for local, regional and national brands interested in saving school sports and activities. For more information on School Sports Media, visit [www.schoolsportsmedia.com](http://www.schoolsportsmedia.com).