



THIS IS WHAT MATTERS...

THIS IS BEYOND X'S AND O'S...

THIS IS THE DIFFERENCE MUTUAL RESPECT MAKES...

THIS IS HOW CONTESTS SHOULD BE PLAYED...

THIS IS WHAT CHARACTER LOOKS LIKE...

THIS IS WHAT DEFINES US...

THIS IS SPORTSMANSHIP.

*This message presented by the Kansas State High School Activities Association
and the Kansas Interscholastic Athletic Administrators Association.*





THANKS, COACH



Without a committed team of coaches and athletic administrators, education-based athletics just wouldn't be possible. Coaches do more than give motivational speeches. They identify, nurture, and help realize the potential of today's youth. They don't do it for the money. They do it because they care. Simply put, they bring out the best in all of us.

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He worked out early, practiced late,
and then studied deep into the night.

The next day, he did it all over again.

He knew the extra effort he made
being a student-athlete today...

...would help him do even bigger things in life tomorrow.

High school sports:
A winning part of a complete education.

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There's just one place where students are students first, where athletics are played with purpose and perspective, and where young athletes develop the discipline and confidence they need to be leaders in life.

That place is the high school in your community.

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