



# PARTNERSHIP ANNOUNCEMENT

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## Alberta Grains Announced as the Presenting Partner for ASAA Volleyball.

The Alberta Schools' Athletic Association is the governing body that oversees amateur athletics in high schools for the province of Alberta. It is a voluntary, non profit organization that has 400 member high schools. Today it announced that it has signed a multi-year Partnership with Alberta Grains to be the presenting partner for ASAA volleyball.

“This partnership is a great initiative for our association; Alberta is famous for its high quality grains which are used for a wide variety of essential food products around the world” said Brad Van Raalte, Acting Executive Director for the ASAA. “This partnership allows us to continue to get messaging out to student-athletes that a healthy diet is an essential part of the preparation a volleyball player needs to perform at his/her highest level.

Alberta Grains is thrilled to be the presenting partner of ASAA volleyball. We believe that by emphasizing the importance of nutrition, we can empower student-athletes to reach their full potential. As a cornerstone of a balanced diet, our grains play a crucial role in fueling their journey to excellence, and we are excited to support them every step of the way.

## ABOUT ASAA

The ASAA is a voluntary, non-profit organization that was established in 1956 to coordinate a program of worthwhile athletic activities for the young people of Alberta in an educational setting. The ASAA now oversees the coordination of provincial championship events in 11 sports for Alberta’s high school student athletes. Involving over 55,000 student athletes and 10,000 volunteer coaches across 400 high schools, the ASAA believes in creating tomorrow’s leaders through high school athletics.

## ABOUT ALBERTA GRAINS

Alberta Grains is a not-for-profit, farmer-directed organization that represents the interests of and serves as the single voice for all of Alberta’s wheat and barley producers. The organization works collaboratively within all levels of agriculture to achieve tangible results that benefit Alberta’s grain growers. With a mission to drive profitability for Alberta’s wheat and barley farmers, Alberta Grains is committed to advancing and promoting the interests of 18,000+ wheat and barley farmers in the province. We foster innovation, research, communications, policy advocacy, market development and sustainability in the agriculture sector. Alberta Grains serves as a leader in the Canadian agriculture industry.



# Alberta Grains