

**NEW MEXICO
ACTIVITIES ASSOCIATION**



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News Announcement
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NMAA Launches “Compete with Class” Sportsmanship Initiative

ALBUQUERQUE, NM - The New Mexico Activities Association (NMAA) is excited to announce that a new sportsmanship initiative has been launched with the start of the 2014-2015 school year. The “Compete with Class” initiative was introduced during the NMAA’s annual back to school athletic directors’ meeting that was held on July 29th.

“Compete with Class” was developed through a collaboration process involving athletic directors, coaches and school administrators as well as input from student and adult communities with the purpose of restoring the placement of interscholastic activities in an educational perspective and providing our state with a sportsmanship program that would be embraced and called our own.

NMAA Executive Director Sally Marquez said, “The goal of interscholastic athletics and activities is to give young people the opportunity to expand their educational horizons by experiencing fair play and friendly competition with their peers. ‘Compete with Class’ was developed around this concept and we are excited to launch this new sportsmanship initiative”.

The New Mexico National Guard has been an NMAA corporate partner for the last ten years and has taken this relationship even further by sponsoring this new program. Their support has allowed the NMAA to provide its membership with “Compete with Class” banners, posters, and other marketing materials that will be displayed in school gyms, offices, and hallways throughout the state. Ms. Marquez added, “Special thanks to the New Mexico National Guard for their support of the NMAA and our new sportsmanship initiative.”

The NMAA defines sportsmanship as, “the act of treating others in a respectful manner; taking personal accountability for ones actions and responding with integrity while engaged in competition” and is rooted in three core values: Respect, Integrity and Responsibility:

More information regarding the “Compete with Class” sportsmanship initiative can be found on the NMAA website at www.nmact.org.

Questions regarding this announcement can be directed to Dusty Young, NMAA Associate Director, at (505) 977-5385.

