



## New Partnership: MHSAA & Hudl

The MHSAA is very pleased to announce a new partnership which will empower student athletes and our member school's sports teams to achieve their goals with best-in-class software and hardware. The new partnership agreement involves **Hudl** becoming the ***Official Sports Video and Technology Partner*** of the MHSAA.

"The MHSAA is thrilled to partner with Hudl – the industry-leading sports performance analysis company. We know that our student athletes and coaches will take their performance to another level by taking advantage of Hudl's video-sharing, game breakdowns, and video products that are powerful components of the platform."

– Chad Falk, Executive Director, MHSAA

"Hudl is thrilled to partner with the MHSAA to enhance the Manitoba high school sport experience. We are constantly looking for ways to enhance the knowledge of student athletes, coaches and staff involved in the utilization of Hudl's video and analytics technology. We're excited to be a part of the MHSAA community and can't wait to build on this great partnership."

– Rachel Krasnow, Head of Strategic Partnerships, Hudl

### About Hudl

Hudl is a pioneer in performance analysis technology, now helping more than 200K teams in 40+ global sports prepare for and stay ahead of the competition. Every product, feature and tool is designed with one purpose in mind: to ensure coaches and athletes make every moment count. A complete suite of video and data products ensures coaches have the insights they need and athletes get the shot they deserve. From grassroots to the pros, more than 6M users utilize Hudl's best-in-class software, hardware and services, including online coaching tools, mobile and desktop apps, smart cameras, analytics, professional consultation and more.

Information about Hudl's products and services can be found at [hudl.com](https://www.hudl.com) or contact:

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