



FOR IMMEDIATE RELEASE

August 29, 2023

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First Federal Bank and the Idaho High School Activities Association Announce Multi-Year Partnership Agreement to support extracurricular programs and financial education throughout the state

TWIN FALLS, Idaho – First Federal Bank and the Idaho High School Activities Association (IHSAA) have partnered to enhance high school sports and extracurricular programs state-wide. In addition to supporting the continued success and growth of high school activities, First Federal will work with the IHSAA to provide financial education assistance and resources to all member schools. For their involvement, First Federal Bank will be recognized as the exclusive financial institution of the IHSAA.

The multi-year partnership, beginning this fall, includes numerous initiatives where First Federal and the IHSAA will collaborate to deliver premier experiences and opportunities to schools. Of note, is the financial education campaign which will assist high schools as they implement new expectations by the Idaho Legislature for financial literacy. Passed during the most recent legislative session, [House Bill 92](#) requires students graduating from an Idaho high school to have been taught personal finance.

“IHSAA plays a significant role within the state, and we wanted to aid in their efforts,” stated Jason A. Meyerhoeffer, President and CEO of First Federal Bank. “On top of helping with various IHSAA programs, we are very excited to serve as the financial education partner for the Association and their member schools. First Federal is uniquely qualified to provide this support, from being based in Idaho for over 100 years to our conscience approach to personal finances. Our mission as a bank is to enhance the financial well-being of our customers.”

“We are thrilled to be able to partner with First Federal Bank and have them be the official financial institution of the Idaho High School Activities Association,” said Ty Jones, Executive Director of the IHSAA. “They have been an Idaho institution for a long time, known for their community involvement and impact. We look forward to working together for many years in an effort to support Idaho’s schools and students.”

Along with the financial education program, First Federal will be part of the IHSAA’s:

- **Schools of Excellence** – A yearlong initiative where schools earn points based on their students’ performance in athletics, academics, and sportsmanship. The top three schools from each classification are recognized.

- **Interscholastic Stars Scholarship** – Established in 1992, the Interscholastic Star scholarship program recognizes and rewards outstanding students who participate in high school athletic and non-athletic activities. Each year, over \$12,000 is provided to students and schools in the form of scholarships and awards.
- **Academic State Champions** – Awarded to the varsity team from each classification that achieves the highest cumulative grade point average.

The First Federal Bank brand will also be visible throughout the school year, featured through in-venue signage and activation at Idaho high school state championships; digital exposure via the IHSAA's official website idhsaa.org; and social media presence on ISHAA official platforms, including the presenting sponsor of the Play of the Week.

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About First Federal Bank

First Federal is Idaho's only mutual bank with more than \$1.3 billion in assets. It has served Idaho for over 100 years and has 13 branches located throughout the Magic and Treasure Valleys. First Federal provides businesses and retail customers with local access to premier financial services and solutions including personal banking, business banking, lending, and wealth management. As a leading community bank, First Federal team members serve on numerous boards and committees of non-profits and civic organizations as well as take part in a wide range of community improvement initiatives and philanthropic efforts. In addition, the First Federal Foundation has donated over \$1.3 million to local causes since its inception in 2003.

About the Idaho High School Activities Association

Established in 1926, the Idaho High School Activities Association (IHSAA) is a private, non-profit, board-governed association that consists of 167 members schools across the state of Idaho and sponsors 18 interscholastic activities annually. The mission of the Idaho High School Activities Association is to coordinate, supervise, and direct interscholastic activities which enhance and protect the total educational process of all student participants. For more information, visit www.idhsaa.org.

For more news and information about First Federal Bank, be sure to follow First Fed on social media at @BankFirstFed (Instagram/Facebook), LinkedIn (LinkedIn.com/company/bankfirstfed) or visit the official digital home of First Federal Bank at BankFirstFed.com.