



**FOR IMMEDIATE RELEASE**

## **The National High School Coaches Association and Union Square Agency Announce Championship Series for High School Sports**

NEW YORK – November 10, 2011 – The National High School Coaches Association (NHSCA) and Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) today announced a series of high school sports championships to be played throughout the year.

The first championship to be showcased will be football and will be played on Thursday December 22<sup>nd</sup> at Gerald Ford Stadium on the campus of Southern Methodist University (SMU) in Dallas, Texas. Game time is scheduled for 7 PM. The national television partner will be announced shortly. Tickets can be purchased in advance through ticketmaster.com by clicking <http://www.ticketmaster.com/event/0C00475CC0ACB074> or by calling 1-800-745-3000.

“It’s time.” said Union Square Agency Partner Ed Manetta, “For too many years high school sports has been short changed in recognition of the efforts put forward by the youth of America both boys and girls. Now they will have national exposure and the affirmation of the public for what they have accomplished as student-athletes competing for a national title.” said Manetta.

The game will be a showdown between the top two teams in high school football as recognized by the NHSCA and **USA Today’s** Top 25. A formula has been developed that will weigh rankings, strength of schedule and overall wins and losses.

“Speaking on behalf of all of the high school football coaches in America; this is a great day and one that has been long overdue. Based on the success we have in sponsoring the National Wrestling Championship, we know that the country will be able to have a defined champion in all sports.” said Bob Ferraro Sr. Founder/CEO of the NHSCA.

YouTube, a partner in the championship series will be the digital broadcast provider of the game. YouTube has made a commitment to high school sports on many levels, both with technology and marketing support.

### **About the NHSCA**

Founded in 1989, the National High School Coaches Association is a not-for-profit 501c3 service organization providing support and leadership programs for the nation's 500,000 high school coaches and 10 million high school athletes. The NHSCA selects Coaches and Senior Athletes of the Year in 22 boys and girls sports. In partnership with Navy Special Operations, the NHSCA conducts the Navy SEAL Fitness Challenge in 1,200 high schools throughout America. In partnership with the Pennsylvania Army National Guard, the NHSCA has conducted Character and Leadership Workshops and reach more than 800 Pennsylvania high schools and 9,600 athletes and coaches. The NHSCA also is in the process of building the nation’s first National High School Sports Hall of Fame Museum, to be located in its headquarters city, Easton, Pa.

## **About Union Square Agency**

Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and its wholly owned subsidiaries, Union Square Media and Union Square Licensing, is a NY based company that delivers truly integrated, innovative and unparalleled 360 degree solutions with a core focus on blending media, brands, entertainment and consumers into unique business opportunities. Services include Intellectual Property Development; Creative and Branding Support; Event Production and Fulfillment; Sponsorship, Activation and Advertising Sales; Strategic Consulting; Licensing; Film & Television Production. [www.unionsqagency.com](http://www.unionsqagency.com)

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**Contact: Eleni Roselli Union Square Agency 212-228-5558 ext 251 [eroselli@unionsqagency.com](mailto:eroselli@unionsqagency.com)**