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## OHIO VALLEY ATHLETIC CONFERENCE'S NEWEST CORPORATE PARTNER AND UMBRELLA ACHIEVEMENT AWARD ANNOUNCED

OVAC Announces New Official Sponsor, Thomas Auto Centers, and Their New Combined Academic & Athletic Achievement Award

**St. Clairsville, Ohio, August 9, 2016**– The **Ohio Valley Athletic Conference** (OVAC) announced today that St. Clairsville based **Thomas Auto Centers** has just signed an agreement to become the OVAC's newest Official Corporate Partner. The comprehensive partnership with Thomas Auto Centers will include a year-long integrated marketing package consisting of television, radio, print, website, signage, social media and traffic builders during and associated with the Conference's annual marquee games, events and championships.

Thomas' financial support will help enhance the experience of the over 12,000 student-athletes that will participate in Conference activities this upcoming school year.

Additionally, it was announced that Thomas Auto Centers in partnership with the OVAC will be sponsoring a new high profile award called the **OVAC Thomas Auto Centers Cup**.

The 'OVAC Thomas Auto Centers Cup' will be awarded to the best all-around combined boy's and girl's programs both in athletic competition and academically in the classroom. Cup points will be earned and tracked throughout the year based on final standings and placement in championship events across all sports in combination with overall grade point averages.

One winning school from each of the five OVAC Classes will be crowned at the end of the school year at the Conference's Banquet of Champions.

"We can't thank Thomas Auto Centers enough for deciding to support the Ohio Valley Athletic Conference," stated OVAC Executive Secretary/Treasurer, **Tom Rataiczak**. "Also, stepping up to sponsor the Conference's Thomas Auto Centers Cup shows that Thomas understands the value, and importance of supporting excellence in both youth athletics and academics."

"As we approach our 100th year in business, Thomas Auto Centers is very grateful for the support we have received from the people in the Ohio Valley and we can think of no better way of giving back than to try in some small way to help the youth of this area," says Brian Thomas, Co-Owner.

"Over the years, the people in the Ohio Valley have been tremendous supporters of Thomas Auto Centers," says Robert Thomas, Co-Owner. "Through this support we have been able to employ area residents. Now that we have the opportunity to recognize local youth through this academic and athletic award is especially gratifying."

**L&K Marketing**, Thomas Auto Centers Agency of Record and **Scholastic Sports Marketing**, the OVAC's marketing arm, negotiated the terms of the partnership.

#### **ABOUT THOMAS AUTO CENTERS**

Thomas Auto Centers is a family-owned and operated business located in St. Clairsville, Ohio. The dealership houses a well-stocked new and pre-owned inventory of Chrysler, Dodge, Jeep and Ram vehicles. The business has been handed down through the Thomas family over the generations. They will celebrate 100 years of service to the greater Ohio Valley area in 2017. Thomas Auto Centers is online at [www.ThomasAutoCenters.com](http://www.ThomasAutoCenters.com)

#### **ABOUT THE OVAC**

The Ohio Valley Athletic Conference® is the largest functional high school athletic conference in the United States. It is comprised of 52 member schools with over 12,000 athletes and 22,000 students that stretches across two states (Ohio and West Virginia) and 16 counties. The OVAC sponsors 19 sports and recognizes 75 champions. The Ohio Valley Athletic Conference is online at [www.OVAC.org](http://www.OVAC.org).

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