

## Star Tribune Upgrades Coverage of Prep Sports

**MINNEAPOLIS – Aug. 30, 2017** – Aiming to raise the profile of high school athletics in the Minneapolis–St. Paul metro area, Star Tribune Media Co., Minnesota’s largest media company, today announced a series of upgrades to its prep sports coverage that will launch this week.

Beginning this weekend and then approximately 20 times from August through May, the Star Tribune Sports section will be wrapped with a four-page “PREP EXTRA” section that highlights the student-athletes, coaches, fans, parents, and school communities that compete in 16 sports in the fall, winter, and spring seasons. Prep fans will be able to get updated scores and standings, as well as feature coverage on the school sports scene. In addition, Star Tribune is completely redesigning its entire portfolio of individual websites for each sport: football, soccer, volleyball, cross-country, swimming and diving, tennis, basketball, hockey, gymnastics, wrestling, skiing, baseball, softball, lacrosse, track and field, and golf. At these sites, powered through a partnership with SportsEngine, fans can get the latest scores, standings, stats, and photos, and participate in online discussions with other fans. The new sites will make their debut for the winter sports season, beginning with boys’ and girls’ hockey.

In late spring, as the school year draws to a close, Star Tribune will also launch its first All-Metro Sports Awards event, a gala celebration of the year’s best in Twin Cities high school sports. Plans call for the event to take place at a major sports venue and feature a high-profile emcee, local sports celebrities, and a video presentation featuring honored athletes. Metro Players of the Year will be recognized in each sport, and the male and female Athletes of the Year and Coaches of the Year will be revealed.

“High school sports are a vital part of the lives of our communities, and the initiatives we’re unveiling today underscore our commitment to these student athletes, their fans, and their communities,” said Steve Yaeger, chief marketing officer of Star Tribune Media Co. “We’re tremendously grateful to our anchor sponsors—Becker Furniture World, Luther Automotive, Pearson’s Candy, and Frandsen Bank & Trust—for their exceptional commitment to keeping prep sports at the forefront of our sports coverage. We look forward to an exciting year in high school athletics and wish all of the thousands of student-athletes in the Twin Cities and across Minnesota the very best as the fall season gets underway.”

### **About Star Tribune Media Company**

Celebrating its 150th anniversary in 2017, Star Tribune Media Company LLC is a locally owned, award-winning media company serving Minnesota and the upper Midwest. With the fifth-largest Sunday and sixth-largest daily circulation newspaper in the U.S., the most-visited local website, a range of home-delivered advertising solutions, and a popular arts/entertainment brand, Star Tribune reaches more consumers than any other Minnesota media brand.

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