

## **FOR IMMEDIATE RELEASE**

### **Ethan Anderson Joins the Louisiana High School Athletic Association as Director of Communications**

**BATON ROUGE, LA — June 20, 2024** — The Louisiana High School Athletic Association (LHSAA) is pleased to announce the appointment of Ethan Anderson as the new Director of Communications. Anderson brings a wealth of experience in strategic communications and public relations to the association.

Anderson's appointment marks a significant milestone for the LHSAA as the association continues to enhance its communications strategy and engagement. In his new role, Anderson will oversee all aspects of communication including media relations, digital content, and member school engagement, ensuring consistent and effective messaging across all platforms.

"Ethan's extensive background in athletic communications and his passion for high school athletics make him a valuable addition to our team," said Eddie Bonine, Executive Director of the LHSAA. "We are confident that his expertise will continue to enhance our communication efforts and further strengthen our connections with student-athletes, schools, and the Louisiana high school sports community.

He most recently served as an athletic communications graduate assistant at Louisiana State University, where he successfully led numerous media campaigns and digital initiatives that significantly boosted the men's golf and women's basketball social channels. Anderson honed his skills in media outreach and strategic planning as a communications student assistant at McNeese State University.

"I am thrilled to join the LHSAA and contribute to an organization that plays such a pivotal role in the lives of student-athletes across Louisiana," said Anderson. "I look forward to working with the talented team at the LHSAA and leveraging my experience to enhance our communication strategies, support our member schools, and celebrate the achievements of our student-athletes and coaches."

Anderson holds a bachelor's degree in Sports Management from McNeese and a master's degree in Sports Management from Louisiana State University. His educational background, combined with his hands-on experience, positions him well to lead the LHSAA's communications efforts.

For more information about the LHSAA and its programs, please visit [www.lhsaa.org](http://www.lhsaa.org).

#### **Contact:**

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#### **About LHSAA:**

The Louisiana High School Athletic Association (LHSAA) is a private, non-profit, voluntary interscholastic athletic organization that aims to promote, develop, and regulate high school athletics and activities in the state of Louisiana. The LHSAA provides students opportunities to develop skills in teamwork, leadership, and sportsmanship through its various programs and events.