

The Power of You (1:00)

All of us love sports, but not all sports are created equal. College sports have big budgets, dedicated alumni networks, and corporate sponsorships. Professional sports have even deeper pockets, millionaire owners, lucrative TV and radio deals and merchandise sales. High school sports have...you.

Everyone agrees, high school sports give us plenty of reasons to cheer and now's a great time for us to give back. Supporting your hometown high school won't cost you much, but it will go a long way to ensuring the games we love the most, are here to stay. South Dakota high school sports...they are good for our kids, good for our community and best of all, they're good for you.

This message presented by the South Dakota High School Activities Association and the South Dakota Interscholastic Athletic Administrators Association.